The 2011 Ford Fiesta

Loaded with substance, Fiesta changes everything. Among its 15 class-exclusive features is a 4-inch LCD multifunctional display; Ford SYNC® voice-activated, in-vehicle connectivity system; a fuel-efficient and lively PowerShift 6-speed automatic transmission; leather-trimmed seats complete with contrast piping; and even a driver's knee airbag, one of 7 standard airbags. Available in hatchback or sedan, both deliver European ride and handling that's a blast to drive. Introducing the 2011 Ford Fiesta.

1 EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE. 2 Class is Compact Cars. 3 Optional. Availability varies by model. See your dealer for details.
You’ve never powered up like this.

That’s a whole lot of change tucked in your pocket. With the available Intelligent Access key, you have a VIP pass to completely keyless entry. Touch the door handle and you’re in. With the key still tucked away, simply depress the brake pedal and activate the push-button start. You’re off. The new 2011 Ford Fiesta. Get into something completely different.
Surprises like no other car in its class.

Helps money stay in your pocket, not your tank.
40 mpg hwy. 29 mpg city. Both best in class.

Provides vitals, at a glance.
Class-exclusive 4-inch LCD multifunctional display.

Shifts crisply and efficiently to keep you smiling.
Class-exclusive PowerShift 6-speed automatic transmission.

Controls your mobile, music and navigation by voice.
Class-exclusive Ford SYNC.

Generates heat, in cloth or leather trim.
Class-exclusive heated front-seat cushions.

Responds in an instant, when needed.
7 standard airbags, most in its class.

Helps keep fuel, and fumes, off your hands.
Class-exclusive Easy Fuel® capless fuel filler.

Fiesta SES Hatchback • Yellow Blaze Metallic Tri-coat • Available Equipment

1EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE. Class is Compact Cars. Optional. Availability varies by model. See your dealer for details.
Delivers the most MPGs in its class.

Wherever you drive, Ford Fiesta delivers: **class-leading highway fuel economy** of 40 mpg\(^1\) which no other gas-powered sedan in the U.S. can beat, as well as 120 horsepower. Much of the credit goes to its **class-exclusive 1.6L Ti-VCT Duratec® I-4 engine**, a marvel of modern efficiency. 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. An available **PowerShift 6-speed automatic transmission** can provide torque to the wheels 100% of the time during shifts, for an extra-connected feel. Electric power-assisted steering helps contribute to fuel efficiency as well. Responsive. And responsible. Powerful traits of the new Ford Fiesta.

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\(^1\)EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE.
The available voice-activated Ford SYNC® in-vehicle connectivity system works with your paired Bluetooth®-enabled mobile phone. Plus your digital media player. Even a USB drive. With the touch of a button. And simple voice commands.

“Call Mark” Provides hands-free calling

“Read message” Reads incoming text messages aloud

“Play genre: rock” Plays your digital music on command

“Shuffle: on” Mixes tracks like a pro

“Services: directions” Gives you Traffic, Directions and Information

Personalized traffic reports with text-message alerts. Precise turn-by-turn directions. Business searches, news, sports and weather. Vehicle Health Reports. And 911 Assist.™ SyncMyRide.com has all the latest news.

SYNC. Say the word.

“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.” Subscription required after introductory 6 months expire.

Listen to what you want. When you want. Wherever you are. With available Sirius® Satellite Radio. Enjoy over 130 channels, including 100% commercial-free music from every genre, plus sports, news, talk and comedy – all with crystal clear, coast-to-coast coverage.
RALLY TO VICTORY
That's the goal of driver Ken Block and his Monster World Rally Team. Block, Rookie of the Year in the 2005 Rally America Championship, will pilot a 2011 Fiesta in 7 North American events in 2010, culminating at Summer X Games in Los Angeles.

Carves up curves. Smooths straightaways.
Yes, Fiesta puts you assertively in the driver's seat. And you'll seriously enjoy time spent there. Up front, its MacPherson-strut suspension features specially tuned shocks, struts, bushings and dampers – along with a 22-mm stabilizer bar – to help keep Fiesta sure-footed and firmly planted in the corners. 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 deftly balances responsive handling with the need for a smooth ride. 15-in. wheels are standard. 16-in. aluminum wheels are available. Curves and straightaways are yours to discover.
Connects you like never before.

An available, **class-exclusive 4-inch LCD multifunctional display** helps make controlling Fiesta systems simple and easy. View audio system data, vehicle settings, SYNC® information and more on the easy-to-read display screen that centers the instrument panel. Scroll through vehicle and audio settings by using the buttons on the cell-phone-inspired center console. Available **5-way controls** on the left (for SYNC) and right (for cruise control) spokes of the steering wheel help make operating those systems easy. Outside temperature, odometer and trip odometer are always displayed (on SE models and above) on the small screen between the speedo and tach. The end result? You’re connected and in control.

Operate the available SYNC voice-activated in-vehicle connectivity system with the 5-way control on the left spoke of the steering wheel, and the buttons on the center console. Follow the action on the 4-inch LCD display screen. Visit SyncMyRide.com for all the latest news.

Display icons always let you know what’s happening, whether you’re making or receiving phone calls with SYNC, adjusting vehicle settings (clock, available ambient lighting, display language) or viewing messages (trunk open, door ajar, etc.).

Scroll through, select and control your range of audio choices (AM/FM stereo, CDs, available Sirius Satellite Radio, or an auxiliary digital media player). Push-button controls on the center console help you make your selections. Information is always displayed in a bright, easy-to-read format on the 4-inch LCD display screen.
Seats you in serious style.

With choices you won't find anywhere else in its class, style abounds inside the new Ford Fiesta. Leather-trimmed seats¹ in your choice of Plum Red or Cashmere-colored, with Charcoal Black piping, or Charcoal Black with Cashmere-colored piping. Heated front-seat cushions.¹ Ambient lighting that lets you choose from 7 hues.¹ All class exclusives. And all ready to impress. For those moments when style takes 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.

In Fiesta, you've got choices. Not compromises.

¹Optional. Availability varies by model. See your dealer for details.

HEATED SEATS
In cloth on Fiesta SE in the available Winter Package.
In cloth and available leather trim on Fiesta SES/SEL in the available Upgrade Package.
Keeps you covered. Even your knees.

A class-exclusive driver’s knee airbag, one of 7 standard airbags, is just one element of a complete safety story that earned Fiesta a 2010 “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS). Dual-stage front airbags, front-seat side airbags and side-curtain airbags help protect the whole passenger compartment. Ultra-high-strength steel helps reinforce the frame. And AdvanceTrac® electronic stability control helps you stay on track. In terms of safety, Fiesta's got you covered.

1. 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.


THE 7TH AIRBAG
A class-exclusive driver’s knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta a class-leading 7 airbags. All smartly positioned to help protect driver and passengers.

ULTRA-HIGH-STRENGTH BORON STEEL
Incredibly strong. Remarkably lightweight. Used in critical areas of the body structure to help protect occupants in the event of a collision.

1

FRONT-SEAT SIDE AIRBAGS
Deploy in certain side-impact collisions. Offer an extra measure of chest protection for the driver and front passenger.

2

SIDE-CURTAIN AIRBAGS
Deploy from the headliner to cover both rows of the vehicle in certain accidents.

3

ADVANCETRAC ELECTRONIC STABILITY CONTROL
Standard. Helps you stay on track. Brings an uncompromising level of confidence to every drive. In fact, according to a National Highway Traffic Safety Administration (NHTSA) study, ESC reduced single-vehicle passenger car crashes by 35% compared to similar models without the technology.

4

PERSONAL SAFETY SYSTEM™
Sensors here trigger deployment of the dual-stage front airbags of the Personal Safety System. Additional sensors in the Front-Passenger Sensing System determine occupant weight and safety belt status to optimize deployment force.

5

INTEGRATED BLIND SPOT MIRRORS
Smartly integrated convex spotters alert you to vehicles entering your blind spot. See a vehicle there. Stay in your lane until it passes.

6

SPACE ARCHITECTURE®
Stands for Side Protection and Cabin Enhancement. Achieved by running a high-strength steel cross-car beam between the door frames that helps divert crash forces underneath the seats and away from occupants.

7

Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

Standard features

Mechanical
- 1.6L Ti-VCT Duratec® I-4 engine
- 5-speed manual transmission
- Anti-Lock Brake System (ABS)
- Compact spare
- Easy Fuel® capless fuel filler
- Electric power-assisted steering
- Front-wheel drive (FWD)
- Power front disc/rear drum brakes

Seating
- 5-person seating
- 4-way manual driver’s seat
- 2-way manual front-passenger seat
- 60/40 split-fold rear seat
- Adjustable front head restraints
- Adjustable rear-outboard head restraints
- Center rear head restraint
- Cloth seats

Interior
- 2nd-row heat ducts
- 3-spoke steering wheel
- Air conditioning
- Auxiliary audio input jack
- Cupholders (5 front, 1 rear)
- Front carpeted floor mats
- Power door locks
- Powerpoint (1)
- Tilt/telescoping steering column

Exterior
- Acoustic-lamine solar-tinted glass
- Body-color door handles
- 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
- Child-safety rear door locks
- Driver’s knee airbag
- Front-seat side airbags
- Side-curtain airbags
- SecuriLock® Passive Anti-Theft System
- Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy
- 1.6L Duratec® I-4 engine
- Horsepower: 120 @ 6,350 rpm
- Torque: 112 @ 5,000 rpm
- 5-speed manual: 28 city/37 hwy/32 combined mpg
- 6-speed automatic: 29 city/38 hwy/33 combined mpg
- SFE Package with PowerShift
- 6-speed automatic: 29 city/40 hwy/33 combined mpg

Dimensions & Capacities

<table>
<thead>
<tr>
<th>Exterior</th>
<th>Sedan/Hatchback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>98.0”</td>
</tr>
<tr>
<td>Length</td>
<td>173.6”/160.1”</td>
</tr>
<tr>
<td>Height</td>
<td>58.0”</td>
</tr>
<tr>
<td>Width – Excluding mirrors</td>
<td>67.8”</td>
</tr>
<tr>
<td>Width – Including mirrors</td>
<td>77.8”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interior – Front</th>
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</thead>
<tbody>
<tr>
<td>Head room</td>
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<tr>
<td>Shoulder room</td>
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<tr>
<td>Hip room</td>
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<tr>
<td>Leg room</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Interior – Rear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head room</td>
</tr>
<tr>
<td>Shoulder room</td>
</tr>
<tr>
<td>Hip room</td>
</tr>
<tr>
<td>Leg room</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Capacities (cu. ft.)</th>
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</thead>
<tbody>
<tr>
<td>Passenger volume</td>
</tr>
<tr>
<td>Luggage capacity</td>
</tr>
<tr>
<td>Cargo volume</td>
</tr>
<tr>
<td>Behind front row</td>
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<tr>
<td>Behind rear row</td>
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</tbody>
</table>

New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. So 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 Mercury dealerships.


Comparisons based on 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.

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S Sedan
Rapid Spec 100A
Includes all standard features, plus:

**Interior**
- AM/FM stereo and 4 speakers
- Driver and front-passenger sun visors
- Manual windows

**Exterior**
- 3-bar body-color grille with lower chrome surround
- 15-inch steel wheels with covers
- Power sideview mirrors with integrated blind spot mirrors

SE Sedan
Rapid Spec 200A
Includes select S features, plus:

**Interior**
- 4-inch LCD display with message center
- 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
- 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

SEL Sedan
Rapid Spec 300A
Includes select SE features, plus:

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

**Exterior**
- 16-inch premium painted aluminum wheels
- LED parking lamps with chrome surrounds
- Power, heated sideview mirrors
- Sideview mirror marker lamps

SE Hatchback
Rapid Spec 200A
Includes select S features, plus:

**Interior**
- 4-inch LCD display with message center
- 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
- 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

SES Hatchback
Rapid Spec 300A
Includes select SE features, plus:

**Interior**
- 12-volt rear powerpoint
- 80-watt Premium Sound System with 6 speakers
- Ambient lighting
- Auto-dimming rearview mirror
- Cruise control
- Leather-wrapped steering wheel
- Rear carpeted floor mats
- Sirius Satellite Radio with introductory 6-month subscription
- Steering wheel-mounted audio controls

**Exterior**
- 16-inch premium painted aluminum wheels
- LED parking lamps with chrome surrounds
- Power, heated sideview mirrors
- Sideview mirror marker lamps
# S Sedan

## Optional features

### Available Options and Packages

**PowerShift 6-speed automatic transmission**

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

### Exterior Colors

<table>
<thead>
<tr>
<th>Exterior Color</th>
<th>Interior Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford White</td>
<td>Charcoal Black with Light Stone inserts</td>
</tr>
<tr>
<td>Ingot Silver Metallic</td>
<td>Charcoal Black with Light Stone inserts</td>
</tr>
<tr>
<td>Blue Flame Metallic</td>
<td>Charcoal Black with Light Stone inserts</td>
</tr>
<tr>
<td>Monterey Gray Metallic</td>
<td>Charcoal Black with Light Stone inserts</td>
</tr>
<tr>
<td>Tuxedo Black Metallic</td>
<td>Charcoal Black with Light Stone inserts</td>
</tr>
</tbody>
</table>

**Interior Color:** Charcoal Black with Light Stone inserts

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

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**EXTERIOR**

- Oxford White
  - Ingot Silver Metallic
  - Blue Flame Metallic
  - Monterey Gray Metallic
  - Tuxedo Black Metallic

**INTERIOR**

- Charcoal Black Cloth with Light Stone Inserts

Colors are representative only. See your dealer for actual paint/trim options.
SE Sedan & Hatchback

Hatchback • Lime Squeeze Metallic  |  Sedan • Monterey Gray Metallic
SE Sedan & Hatchback Optional features

Available Rapid Spec
Rapid Spec 201A – SYNC® & Sound Package includes Ford SYNC®, 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and 80-watt Premium Sound System with 6 speakers
Rapid Spec 202A – Sport Appearance Package includes 15-in. painted aluminum wheels, LED parking lamps, cruise control, and decklid spoiler (liftgate spoiler is standard on 5-door)
Rapid Spec 203A includes contents of Rapid Spec 201A and 202A

Available Options and Packages
Power moonroof (late availability)
PowerShift 6-speed automatic transmission
Rear carpeted floor mats
Sirius Satellite & Ambient Lighting Package includes Sirius Satellite Radio with introductory 6-month subscription and ambient lighting (available only with Rapid Spec 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; available only with Rapid Spec 200A or 201A)
Winter Package includes heated front-seat cushions and sideview mirrors

Exterior Colors
- Oxford White
- Ingot Silver Metallic
- Blue Flame Metallic
- Monterey Gray Metallic
- Tuxedo Black Metallic
- Bright Magenta Metallic
- Lime Squeeze Metallic
- Red Candy Metallic Tinted Clearcoat

Interior Colors:
- Light Stone cloth with Light Stone inserts
- Charcoal Black cloth with Charcoal Black inserts
- Charcoal Black cloth with Blue inserts

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

1 Additional charge.
SEL Sedan & SES Hatchback

Charcoal Black Leather Trim with Cashmere-Colored Piping • Available Equipment

Sedan • Blue Flame Metallic • Available Equipment | Hatchback • Yellow Blaze Metallic Tri-coat • Available Equipment

2011 FIESTA

ford.com

Drive one.
**SEL Sedan & SES Hatchback Optional features**

**Available Rapid Spec**
Rapid Spec 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 Options and Packages**
Leather-trimmed seats with contrast piping and upgraded door inserts (requires Rapid Spec 301A)
Power moonroof (late availability)
PowerShift 6-speed automatic transmission
Smoker’s Package

**Exterior Colors**
- Oxford White
- Ingot Silver Metallic
- Blue Flame Metallic
- Monterey Gray Metallic
- Tuxedo Black Metallic
- Bright Magenta Metallic
- Lime Squeeze Metallic
- Red Candy Metallic Tinted Clearcoat
- Yellow Blaze Metallic Tri-coat

**Interior Colors**
- Charcoal Black Leather with Charcoal Black Piping – Standard
- Charcoal Black Cloth with Charcoal Black Inserts – Standard
- Charcoal Black Cloth with Blue Inserts – Standard
- Charcoal Black Leather with Cashmere-Colored Piping – Optional
- Plum Red Leather with Charcoal Black Piping – Optional
- Cashmere-Colored Leather with Charcoal Black Piping – Optional

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

**16-in. Premium Painted Aluminum Wheels**
Standard

Additional charge.

*Ford.com*
Unexpected features.

A. Brighten your outlook with a power moonroof, available on SE/SES/SEL models.¹

B. Ambient lighting, standard on SES/SEL models and available on SE, features 7 color choices that illuminate from within the front cupholders and front and rear footwells to help you create the mood you want.

C. Under a rear cargo cover that raises with the hatch, Fiesta hatchback models offer 15.4 cu. ft. of hidden storage that helps keep your belongings out of sight.

D. Six standard cupholders allow everyone to have a beverage close at hand.

E. Standard integrated blind spot mirrors help alert you to vehicles entering your blind spot. Keeping them clear is essential. Power, heated sideview mirrors, available in the Winter Package on SE and standard on SES/SEL models, quickly eliminate ice and snow buildup.

F. The standard Easy Fuel® capless fuel filler helps hands stay clean. No cap required.

¹Late availability.
Also available:

**Electronics**
- Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster®
- GPS Tracking and Recovery by SmartAlert™
- Remote Start Systems
- Portable Navigation Systems by Garmin®
- Vehicle Security System
- Keyless Entry Keypad

**Exterior**
- Side Window Deflectors
- Racks and Carriers by THULE®
- Splash Guards
- Rear Bumper Protector
- Locking Fuel Plug

**Interior**
- Protective Seat Covers by Covercraft®
- Leather Gear Shift Knob (Plum Red, Black or Blue)
- Stainless Steel Door Sill Plates
- Interior Light Kit
- Reversible Cargo Mat
- Soft Cargo Organizers (Large and Standard Sizes)
- Soft Cargo Cooler Bag
- Cargo Area Protector
- Cargo Net by Las-Stik®
- All-Weather Floor Mats
- Ash Cup/Coin Holder with or without Lighter Element

**Wheels**
- Wheel Locks

*Ford Licensed Accessories.
*Only available on 5-door hatchback.
*Only available on manual transmission-equipped vehicles.

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Garmin is a registered trademark of Garmin Ltd.
THULE is a registered trademark of Thule Sweden AB.
3dCarbon is a trademark of Moran Motorsports, Inc.

To learn more about Ford Custom Accessories and to shop online, visit fordaccessories.com.

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. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories 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 regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.