Thank you for your interest in the new 2013 Fiesta. Included in this brochure you’ll find information about:

**PERFORMANCE:** Economical and fun, the Ford Fiesta is both. Thanks to the Ford-tuned suspension, electric power-assisted steering and AdvanceTrac® electronic stability control system, Fiesta provides an agile and exhilarating experience. One that you’ll love.

**AMENITIES:** Comfort, convenience and pure enjoyment. It’s all in the generous amenities you find in the Ford Fiesta, from the standard 4-inch multifunctional display with LCD screen to the available SYNC® in-car connectivity system and SYNC Services.

**SAFETY:** The Ford Fiesta comes equipped with many safety features including seven standard airbags and AdvanceTrac® electronic stability control (ESC). And the construction of the safety cage uses boron – a chemical element known for hardness and toughness.

**DESIGN:** The Ford Fiesta has no difficulty standing out, starting with its sleek front end featuring distinctive dragon’s-eye headlamps. A razor-slash side panel highlights the car’s cut-and-run stance, while the upswept rear end makes it look like it’s ready to launch.

**DEALER INFORMATION**
Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

<table>
<thead>
<tr>
<th>Dealership</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butler County Ford</td>
<td>400 S Main St</td>
<td>(724) 287-2766</td>
</tr>
<tr>
<td>Butler, PA  16001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baierl Ford</td>
<td>540 S. Main St.</td>
<td>(724) 452-7530</td>
</tr>
<tr>
<td>Zelienople, PA  16063</td>
<td></td>
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<tr>
<td>Cochran Ford</td>
<td>110 Route 908</td>
<td>(724) 294-2000</td>
</tr>
<tr>
<td>Natrona Heights, PA  15065</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shults Ford Wexford</td>
<td>10401 Perry Highway</td>
<td>(724) 934-2388</td>
</tr>
<tr>
<td>Wexford, PA  15090</td>
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</table>

**EXPERIENCED MY FORD YET?** Get an inside look at the benefits of Ford ownership at the My Ford owner Web site. It’s a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It’s free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to www.myford.fordvehicles.com to get started.
Irresistible. For so many reasons.

Ford Fiesta draws you in and never lets go. With bright hues like Lime Squeeze and Yellow Blaze, it’s beyond colorful. Switch songs by voice alone! Make calls without touching your phone. Incredibly helpful. Achieve up to 40 mpg hwy. So economical. Receive turn-by-turn driving instructions through your speakers. Highly capable. It’s such a joy to drive and spend time with that many owners actually “name” their Fiesta. That even makes it relational. Start yours today and go further in a 2013 Fiesta.
Approach Fiesta with your Intelligent Access® key tucked away in a pocket or purse, and sensors unlock your door. Just touch the handle and you’re in (without having to search for any key). Then, press the brake pedal and push the start button. It’s on. And you’re off. It’s that easy in Fiesta.

Available feature.
Spirited.

Fiesta delivers 120 horsepower of flat-out fun, plus highway fuel efficiency of up to 40 mpg. Its 1.6L Ti-VCT I-4 engine deserves much of the credit. Twin independent variable camshaft timing (Ti-VCT) adds an extra measure of precision, contributing to fuel efficiency or power output as your input demands. For that extra-connected feel, the PowerShift 6-speed automatic transmission can provide torque to the wheels 100% of the time during shifts. Because its electric motor operates only when steering assistance is required, electric power-assisted steering contributes to efficiency as well.
Nimble.

To help Fiesta stay sure-footed and firmly planted in the corners, a MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. “Turn-in is sharp,” says *Motor Trend*, “and the car is incredibly easy to place precisely where you want it.” 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.¹ Then go.
Connected.

Contacts.
Through voice-activated Ford SYNC™2 Fiesta easily connects to your phone. Once paired, the system recognizes your phone and downloads your contacts to support voice calling. Simply touch a button on the leather-wrapped steering wheel and say things like “Call: home” or “Call: Caleb.” SYNC also offers 911 Assist® and with a SYNC Services account you get business searches, turn-by-turn driving directions, local movie times and more. Activate and personalize yours at ford.com/sync. SYNC. Say the word.

Favorites.
SYNC also allows voice-activated control of your tunes via phone, MP3, USB or iPod. Ask for your favorite artist or playlist and SYNC responds. SYNC AppLink™3 lets smartphone users control Pandora®, iHeartRadio®, Stitcher Smart Radio®, Orangatame OpenBeak and other apps by voice too. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio.

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 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. ® SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. © Not applicable to all phones.
Impressive.

With choices you won’t find anywhere else in its class, style abounds inside Fiesta. Leather-trimmed seats 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 Race Red or Arctic White Interior Style Packages carry their color schemes to the instrument panel and door-trim inserts. There’s also heated front seats. 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.
Protective.

It’s no wonder the 2012 Fiesta earned a “Top Safety Pick” – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 2 years in a row (2011–2012). Underneath its aerodynamic shape, high-strength and ultra-high-strength boron steel form a rigid safety cage. In slippery conditions, AdvanceTrac electronic stability control helps you keep all 4 wheels firmly planted. Our Personal Safety System™ front-seat side airbags and side-curtain airbags are all standard. Ford SYNC with 911 Assist uses your phone to call 911, and can even give the operator an urgent message, in the event of airbag deployment or fuel pump shutoff. A first-in-class driver’s knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.
A long list of available features helps you create your Fiesta. Always on the go? Add power, heated sideview mirrors to quickly melt snow, and special interior lighting to keep things interesting while on the road. Need to activate your Vitamin D? A power moonroof lets the sun stream in. Whatever you choose, you’re creating a 2013 Ford Fiesta just the way you want it.

Power, heated sideview mirror with turn signal indicator¹
12-volt rear powerpoint¹
Ambient lighting¹
Heated front seats, in cloth or leather¹
Power moonroof¹
SE Hatchback in Ingot Silver Metallic customized with hood and side window deflectors, body kit by 3dCarbon®, black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black “Fiesta” lower door stripe, black-painted rear roof spoiler and 16” premium Luster Nickel-painted aluminum wheels²

- Sport pedals³
- Remote start systems
- Gear indicator shift knob by Gaslock®¹,³
- Rear roof spoiler

Exterior
- Custom graphics¹
- Graphics and trim kits¹
- Grille inserts
- Rear spoilers
- Splash guards
- Racks and carriers¹
- Full vehicle covers¹
- Locking fuel plug

Interior
- Interior light kit
- Door sill plates
- Cargo organizers and protectors
- Gear shift knobs¹
- Ash cup/coin holder
- Carpeted and all-weather floor mats
- Appliqué kit¹

Electronics
- Keyless entry keypad
- Vehicle security systems
- Warning sensor systems¹
- Rear-seat DVD entertainment systems¹

Wheels
- Wheel lock kit

¹Ford Licensed Accessory. ²Vehicle application and restrictions apply. Additional components are required. See dealer for details. ³For manual transmission only.
FIESTA Standard Features

Mechanical
1.6L Ti-VCT 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
Suspension – Front: independent MacPherson strut
Suspension – Rear: non-independent twist-beam

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

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
Front doors with map pocket and cupholder
Power door locks
Rear heat ducts
Tilt/telescoping steering column

Exterior
Acoustic-laminate solar-tinted glass
Body-color door handles
Body-color upper grille (hatchback)
Quad-beam halogen headlamps
Liftgate spoiler (hatchback)
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,1 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 airbag1
Front-seat side airbags1
SecuriLock® Passive Anti-Theft System
Side-curtain airbags1
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Horsepower</th>
<th>Torque</th>
<th>City MPG</th>
<th>Highway MPG</th>
<th>Combined MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6L Ti-VCT I-4 Engine</td>
<td>120 @ 6,350 rpm</td>
<td>112 @ 5,000 rpm</td>
<td>29</td>
<td>39</td>
<td>33</td>
</tr>
<tr>
<td>5-speed manual</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td>29 city/40 hwy/33 combined mpg</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td></td>
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<tr>
<td>PowerShift 6-speed automatic</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td>29 city/40 hwy/33 combined mpg</td>
<td>29 city/39 hwy/33 combined mpg</td>
<td></td>
</tr>
</tbody>
</table>

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

Comparisons based on 2012/2013 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.
### FIESTA Standard Features

#### S Sedan/Hatchback
**Equipment Group 100A**
Includes all standard features, plus:

**Seating**
- Cloth seats

**Interior**
- AM/FM stereo with 4 speakers (2 woofers, 2 tweeters)
- Day/night rearview mirror
- Driver and front-passenger sun visors
- Manual windows

**Exterior**
- 15” steel wheels with silver-painted covers and P185/60R15 tires
- Body-color 3-bar upper grille (sedan)
- Body-color power sideview mirrors with integrated blind spot mirrors

#### SE Sedan/Hatchback
**Equipment Group 200A**
Includes select S features, plus:

**Seating**
- Unique cloth seats

**Interior**
- 12-volt rear powerpoint
- AM/FM stereo/single-CD player with MP3 capability, clock, 6 speakers (2 woofers, 2 tweeters, 2 full range) and 80 watts
- Automatic locking doors (driveaway)
- Cruise control
- Driver and front-passenger sun visors with vanity mirrors
- Ford SYNC<sup>®</sup> voice-activated, in-vehicle connectivity system and USB port with SYNC Services for Traffic, Directions and Information
- Front-passenger seat back map pocket
- 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
- Steering wheel-mounted audio controls

**Exterior**
- Chrome 3-bar upper grille (sedan)
- Full-size spare (sedan)
- Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators
- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

#### Titanium Sedan/Hatchback
**Equipment Group 300A**
Includes select SE features, plus:

**Seating**
- Heated front seats
- Leather-trimmed seats

**Interior**
- Ambient lighting
- Auto-dimming rearview mirror
- Intelligent Access with push-button start (2 key fob transmitters)
- Leather-wrapped steering wheel
- Rear carpeted floor mats
- SiriusXM Satellite Radio with 6-month trial subscription
- Upgraded door-trim inserts

**Exterior**
- 16” premium Luster Nickel-painted aluminum wheels with P195/50R16 tires
- Anti-theft perimeter alarm
- Chrome beltline and decklid moldings
- LED parking lamps with chrome surrounds

---

**Exterior Dimensions**

<table>
<thead>
<tr>
<th></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>

**Interior Dimensions**

<table>
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<tr>
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<th>Front/Rear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head room</td>
<td>39.1”/37.1”</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>52.7”/49.0”</td>
</tr>
<tr>
<td>Hip room</td>
<td>50.6”/49.2”</td>
</tr>
<tr>
<td>Leg room</td>
<td>42.2”/31.2”</td>
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</tbody>
</table>

**Capacities (cu. ft.)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Passenger volume</td>
<td>85.1</td>
</tr>
<tr>
<td>Luggage capacity (sedan)</td>
<td>12.8</td>
</tr>
<tr>
<td>Cargo volume behind front seats (hatchback)</td>
<td>26.0</td>
</tr>
<tr>
<td>Cargo volume behind rear seats (hatchback)</td>
<td>15.4</td>
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Dimensions may vary by trim level. iPod is a registered trademark of Apple Inc. All rights reserved. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. iHeartRadio is a registered trademark of Clear Channel Broadcasting, Inc. Stitcher Smart Radio is a registered trademark of Stitcher, Inc. Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service is available in the 48 contiguous USA, DC, and PR. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Microsoft is a registered trademark of Microsoft Corporation. 3dCarbon is a trademark of Moran Motorsports, Inc.
Exteriors | Interior
--- | ---
A. Oxford White | 1
B. Ingot Silver Metallic | 1
C. Violet Gray Metallic | 1
D. Tuxedo Black Metallic | 1
1. Charcoal Black Cloth with Light Stone Inserts

Sedan/Hatchback

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).

**Exterior Protection Package** includes rear bumper protector, and molded splash guards for front and rear (hatchback only).

**Illuminated Interior Accessory Package** includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only).

**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 scuff plates, and leather-wrapped gear shift knob in black (manual transmission only).

Available Options

- “Fiesta” lower door stripe
- Keyless entry keypad (requires Convenience Package)
- PowerShift 6-speed automatic transmission (late availability)

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

Exteriors Interiors
A Oxford White 1 2 3
B Ingot Silver Metallic 1 2 3
C Race Red 1 2
D Ruby Red Metallic Tinted Clearcoat\(^1\) 1 2
E Lime Squeeze Metallic 1 2
F Blue Candy Metallic Tinted Clearcoat\(^1\) 1 2 3
G Violet Gray Metallic 1 2 3
H Tuxedo Black Metallic 1 2 3

1 Unique Light Stone Cloth with Light Stone Inserts – Standard
2 Unique Charcoal Black Cloth with Charcoal Black Inserts – Standard
3 Unique Charcoal Black Cloth with Blue Inserts – Standard

Available Equipment Group
Equipment Group 201A – SE Appearance Package includes 15" painted aluminum wheels, LED parking lamps with black surrounds, ambient lighting, leather-wrapped steering wheel, SiriusXM Satellite Radio with 6-month trial subscription, and decklid spoiler (liftgate spoiler is standard on hatchback)

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 (hatchback only)
Illuminated Interior Accessory Package includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only)
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 scuff plates, and leather-wrapped gear shift knob in black (manual transmission only)
Moon & Mood Manual Package includes power moonroof, ambient lighting, SiriusXM Satellite Radio with 6-month trial subscription, stainless steel front door-sill scuff plates, and leather-wrapped gear shift knob (requires 200A; manual transmission only)
Smoker’s Package
Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, P195/60R15 T-rated tires, spare wheel with wheel cap, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A; deletes SYNC\(^\text{®}\) and CD player)

Available Options
“Fiesta” lower door stripe
Heated front seats
Keyless entry keypad
Power moonroof
PowerShift 6-speed automatic transmission
Rear carpeted floor mats
Remote Start System (n/a with manual transmission)

1Additional charge.
Colors are representative only. See your dealer for actual paint/trim options.
Titanium

Exteriors
A. Oxford White
B. Ingot Silver Metallic
C. Yellow Blaze Metallic Tri-coat
D. Race Red
E. Ruby Red Metallic Tinted Clearcoat
F. Lime Squeeze Metallic
G. Blue Candy Metallic Tinted Clearcoat
H. Violet Gray Metallic
I. Tuxedo Black Metallic

1. Charcoal Black Leather with Cashmere-Colored Piping – Standard
2. Plum Red Leather with Charcoal Black Piping – Standard
3. Cashmere-Colored Leather with Charcoal Black Piping – Standard
5. Charcoal Black Leather with Arctic White Seating Surfaces and Perforated Inserts – Available with Arctic White Interior Style Package

Available Packages

Arctic White Interior Style Package includes Charcoal Black leather-trimmed seats with Arctic White surfaces and perforated inserts, Arctic White door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish and black leather-wrapped shift knob.

Black Sport Appearance Package includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamps treatment; black liftgate spoiler; and black sideview mirrors, lower grille and beltline moldings (hatchback only).

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).

Illuminated Interior Accessory Package includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only).

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 scuff plates, and leather-wrapped gear shift knob in black (manual transmission only).

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, coordinated red interior finish and black leather-wrapped shift knob.

Smoker’s Package

Available Options

“Fiesta” lower door stripe
Power moonroof
PowerShift 6-speed automatic transmission
Remote Start System (n/a with manual transmission)
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.