Molten hot AND ultra-efficient.¹

¹EPA-estimated ratings: 31 city/43 hwy/36 combined mpg, 1.0L EcoBoost® I-3, actual mileage will vary; 28 city/36 hwy/31 combined mpg, 1.6L Ti-VCT I-4 manual, actual mileage will vary; 27 city/37 hwy/31 combined mpg, 1.6L Ti-VCT I-4 automatic, actual mileage will vary; 28 city/38 hwy/32 combined mpg, 1.6L Ti-VCT I-4 with SE Fuel Economy Package, actual mileage will vary; 26 city/35 hwy/29 combined mpg, 1.6L EcoBoost I-4, actual mileage will vary.

ST. Molten Orange Metallic Tri-coat. Available equipment.
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\(^2\) provide firm support, 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.\(^5\) 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.

Assertive, nimble and highly responsive, Fiesta helps you explore your world in style. And with a new 1.0L EcoBoost® engine, Fiesta has an EPA-estimated rating of 43 hwy mpg.¹ Combining direct fuel injection, turbocharging and twin independent variable camshaft timing (Ti-VCT), the 1.0L EcoBoost – Engine Technology International magazine’s “International Engine of the Year” – delivers 123 hp and 125 lb.-ft. of torque. “The Ford 3-cylinder is still the sweetest, smoothest, punchiest and most cleverly conceived of the new generation of micro-engines,” says Engine Technology International. Big ideas do come in unexpected packages. Just like Ford Fiesta.

¹Available feature. EPA-estimated rating: 31 city/43 hwy/36 combined mpg. 1.0L EcoBoost 1-3. Actual mileage will vary.
Attract more followers.

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®, iHeartRadio,™ SiriusXM® and select other apps by voice too. Take your connections to the next level in Fiesta. SYNC. Say the word.

1Available 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. 2SYNC 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™ Technology 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 Sirius All Access trial subscription. Enjoy every premium satellite radio channel, including commercial-free music, plus sports, news, talk, and entertainment channels. Vehicles with a voice-activated Navigation System may also receive SiriusXM Traffic and SiriusXM Travel Link services as part of the trial, so you’ll have the ability to look up fuel prices, check local and national weather, and get detailed information. Your world. Fiesta. Together at last.

Available 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.  

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® 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).

1 Available feature. 2 The 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. 3 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. 4 Insurance 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.

1Available 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
- Suspension – 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
- Bottle/cupholders (5 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

**Electronics**
- Keyless entry keypad
- Portable DVD rear-seat entertainment systems
- Windshield wipers – Front: intermittent

**Safety & Security**
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, 6 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**

<table>
<thead>
<tr>
<th>Engine</th>
<th>HP @ rpm</th>
<th>lb.-ft. @ rpm</th>
<th>Transmission</th>
<th>City MPG</th>
<th>Highway MPG</th>
<th>Combined MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6L Ti-VCT I-4</td>
<td>120 @ 6,350</td>
<td>112 @ 5,000</td>
<td>5-speed manual</td>
<td>28/31</td>
<td>36</td>
<td>31</td>
</tr>
<tr>
<td>1.6L EcoBoost I-4</td>
<td>197 @ 6,000</td>
<td>125 @ 2,500</td>
<td>6-speed manual</td>
<td>28/38</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>1.0L EcoBoost I-3</td>
<td>132 @ 6,000</td>
<td>202 @ 4,200</td>
<td>6-speed manual</td>
<td>27/37</td>
<td>31</td>
<td>31</td>
</tr>
</tbody>
</table>

**SE Hatchback in Green Envy Metallic Tri-coat customized with side window deflectors, body kit, rear roof spoiler and 16” 8-spoke Sparkle Silver wheels**

- Rear roof spoiler
- ST all-weather floor mats
- Remote start systems
- Audio upgrade by KICKER®

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

**Ford Licensed Accessory. **See dealer for additional details.

5. Manual transmission only.

**SE Hatchback in Green Envy Metallic Tri-coat customized with side window deflectors, body kit, lower bodyside graphics, rear roof spoiler and 16” 8-spoke Sparkle Silver wheels**

- Rear roof spoiler
- ST all-weather floor mats
- Remote start systems
- Audio upgrade by KICKER®

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SYNC voice-activated, in-vehicle connectivity system.

Steering wheel-mounted audio and SYNC controls.

SE Appearance Package. Available equipment.

In any time without prior notification or incurring any future obligation.

Available Options & Packages
Audio upgrade by KICKER® (sedan 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)
Fiesta Lower Door Stripe Graphic Package
Keyless entry keypad
PowerShift 6-speed automatic transmission with SelectShift® capability
Remote Start System (requires PowerShift 6-speed automatic transmission)
Smoker’s Package

Available Options & Packages
Audio upgrade by KICKER® (sedan 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)
Fiesta Lower Door Stripe Graphic Package
Keyless entry keypad
PowerShift 6-speed automatic transmission with SelectShift® capability
Remote Start System (requires PowerShift 6-speed automatic transmission)
Smoker’s Package

1SYNC 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)
Rearview 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
Audio upgrade by KICKER® (sedan 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)
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
Remote Start System (requires PowerShift 6-speed automatic transmission)
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


Electronic automatic temperature control.
Audio System from Sony with 8 speakers and HD Radio Technology.
Heated sideview mirrors.
ST Hatchback

Equipment Group 400A
Includes select SE features, plus:

**Mechanical**
- 1.6L EcoBoost® I-4 engine
- 3-mode AdvanceTrac® electronic stability control
  (Standard, Sport, Off)
- 6-speed manual transmission
- Full-size spare (15" x 6")
- Power front and rear disc brakes with performance low-metallic compound brake pads
-Torque Vectoring Control
- 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 metallic 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 USB port and audio input jack
- 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-compound 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

Over-the-top stripes
- Power moonroof

**Smoker’s Package**

**ST Protection Package** includes cargo area protector with ST logo, all-weather floor mats with ST logo, and full vehicle cover with ST logo

**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

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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.

- 17" Sparkle Silver-Painted Aluminum Standard
- 17" Rado Gray Premium Painted Aluminum Optional
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

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

Additional charge.

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

Exteriors | S | SE | Titanium | ST
---|---|---|---|---
Oxford White | 1 | 2 | 7 | 9 10
Ingot Silver Metallic | 1 | 2 | 3 | 4 5 7 | 8 |
Storm Gray Metallic | 2 | 3 | 4 | 5 | 7 | 8 |
Green Envy Metallic Tri-coat | 2 | 3 | 4 | 5 | 7 | 8 |
Molten Orange Metallic Tri-coat | 2 | 3 | 4 | 5 | 7 | 8 |
Race Red | 2 | 3 | 4 | 5 | 7 | 8 |
Ruby Red Metallic Tinted Clearcoat | 2 | 3 | 4 | 5 | 7 | 8 |
Blue Candy Metallic Tinted Clearcoat | 2 | 3 | 4 | 5 | 7 | 8 |
Performance Blue Metallic | 4 | 5 | 7 | 8 |
Tuxedo Black Metallic | 1 | 2 | 3 | 4 5 | 7 | 8 |

4, 5 SE Appearance Package and SE EcoBoost® Sport Package 9, 10 ST RECARO® Package

1Additional charge.
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 Stiilwater Designs and Audio, Inc. ☛ 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.