**LIVE OUT LOUD IN FIESTA.**

Lightning Blue. Hot Pepper Red. Outrageous Green. Starting with its head-turning new colors, Fiesta makes its intentions clear. This ride is all about fun. Just take a corner and you’ll be hooked. With nimble and responsive handling, Fiesta thrives on curves as much as it does on straightaways. The 2018 Ford Fiesta is designed to liven up your drive – and your day.

**FUN AT EVERY TURN**

Fiesta gets the party started with a 120-horsepower 1.6L Ti-VCT engine and your choice of a 5-speed manual or a PowerShift 6-speed automatic transmission. The PowerShift delivers an extra-connected feel by helping provide torque to the front wheels 100% of the time during shifts. Plus, Fiesta has an EPA-estimated rating of 37 hwy mpg for a best-in-class 197 horsepower and 202 lb.-ft. of torque. Step up to Fiesta ST with its high-output 1.6L EcoBoost® engine. As U.S. News & World Report said, “Regardless of trim or body style, the Fiesta is one of the best-handling subcompact cars on the market.”
HATCH OR SEDAN –
THE CHOICE IS YOURS.

Whichever you prefer, go with Fiesta Titanium for a ride that shines all around. Up front, a chrome surround accents the chrome upper grille bars, while chrome bezels set off the fog lamps. On the sides, chrome accents the beltline above 16" premium Sparkle Silver-painted wheels. Around back, a chrome strip across the liftgate or rear fascia adds the finishing touch.
COOL AND CONFIDENT

Fiesta Titanium features lots of conveniences, too. Heated sideview mirrors, an auto-dimming rearview mirror, a rear view camera, and a Reverse Sensing System¹ are all standard. You’ll also enjoy its leather-trimmed interior with heated front seats and adjustable lumbar support for the driver. A power moonroof² and an Audio System from Sony® with HD Radio™ Technology help you keep the fun going.

¹Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. ²Available feature.
GO BIG ON STYLE & SMARTS.

Fiesta is designed to be a standout, with impressive features inside and out. People will take notice from the moment you enter and start it while leaving the Intelligent Access key fob in your pocket. Just touch the door handle and you’re in. Then, press the brake pedal and push the start button.

Heat your front seats, in cloth or leather trim. Rather keep things cool? Electronic automatic temperature control automatically maintains settings chosen by the driver or front passenger. You can switch between 7 colors of ambient lighting. Charge your paired smartphone via USB port. And even use the steering wheel-mounted buttons to control calls and music with voice-activated SYNC® or SYNC 3. A long list of standard and available features means your Fiesta can be equipped just the way you want it.
Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3 lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen in the center of your instrument panel to access its many helpful features. Bring the power of Siri® into Fiesta with Siri Eyes Free and your paired iPhone. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

**SYNC 3**
**STAY CONNECTED ON THE MOVE.**

**APPLE CARPLAY™ COMPATIBILITY**
Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time

**SYNC APPLINK®**
Voice control for your favorite compatible mobile apps
Spotify® • Pandora® • and more

**FORDPASS™ SMARTPHONE APP**
Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
Get help from our trained team of Ford Guides – available 24/7

**ANDROID AUTO™ COMPATIBILITY**
Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

**VOICE-ACTIVATED NAVIGATION**
Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability

**SIRIUSXM® TRAFFIC & TRAVEL LINK®**
Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

**FORDPASS™ SMARTPHONE APP**
Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
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Voice control for your favorite compatible mobile apps
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**APPLE CARPLAY™ COMPATIBILITY**
Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time

**ANDROID AUTO™ COMPATIBILITY**
Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

**VOICE-ACTIVATED NAVIGATION**
Turn-by-turn directions
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Don’t drive while distracted. Use voice-operated systems when possible; don’t use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. *Available feature. **Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. *Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. *Commands may vary by phone and AppLink software. *Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in “Build Your Fiesta” section of Specifications and your Ford Dealer for details.
Fiesta ST puts best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque² at your disposal via its 6-speed manual transmission. The turbocharged, high-output 1.6L EcoBoost® engine also has an “overboost” feature that can extend peak torque for up to 16 seconds. All that power is put to good use by a unique sport suspension with European-inspired tuning and 17" summer-compound performance tires.³ Add the 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, you can be firmly gripped by the supportive bolsters of RECARO® partial leather-trimmed, heated front seats.⁴ From this exhilarating vantage point, you’ll enjoy the amplified engine sounds piped into your cabin by the sound symposer, in addition to the resounding boom of the Audio System from Sony® with HD Radio™ Technology. Behind the perforated leather-wrapped steering wheel in Fiesta ST, the rush is always on.
PUT THE FUN IN FUNCTIONAL.

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 rear seat up, you still have 14.9 cu. ft. of space at your disposal. Hatchback models also feature an in-floor storage compartment behind the rear seats that’s perfect for keeping small personal items out of sight. 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. Fiesta is always ready for fun.
Underneath the aerodynamic shape of Fiesta, there are many protective layers. Strength surrounds you in the form of 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 from occupants. There are 7 standard airbags, including: driver and front-passenger front, driver’s knee, front-seat sides, and side curtains. Underpinning it all, AdvanceTrac® electronic stability control helps reduce skidding and fishtailing, which is beneficial in various kinds of inclement weather.

MAKE YOUR WAY SAFELY.

DRIVE SMARTLY
See what’s behind Fiesta as you slowly back up. Now standard on every Fiesta, the rear view camera puts a full-color image with helpful guidelines on the LCD screen in your center stack. You can also use MyKey® to program reminders that encourage safety belt use, driving at appropriate speeds, keeping the audio volume low, and much more.
STANDARD FEATURES

Mechanical
- Anti-Lock Brake System (ABS)
- Electric power-assisted steering (EPAS)
- Front-wheel drive (FWD)
- Suspension – Front: independent MacPherson strut
- Suspension – Rear: non-independent twist-beam
- Torque Vectoring Control

Seating
- 6-way manual driver’s seat and 4-way manual front-passenger seat
- Front-passenger seat back map pocket
- 60/40 split fold rear seat

Interior
- 12V front powerpoint
- Air conditioning
- Cupholders – 5 front, 1 rear
- Driver and front-passenger visors with vanity mirrors
- Front-door storage bins
- Manual-tilt/-telescoping steering column
- Power door locks with autolock
- Rear climate vents

Exterior
- Acoustic-laminate windshield
- Black headlamp bezels with chrome highlight
- Body-color door handles
- Easy Fuel® capless fuel filler
- Intermittent windshield wipers
- Quad-beam halogen headlamps
- Rear-window defroster
- 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/EPA-ESTIMATED RATINGS

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

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

DIMENSIONS

Exterior
- Sedan/Hatchback/ST
- Wheelbase 98.0"
- Length 173.5"/159.7"/160.1"
- Height 58.1"/58.1"/57.2"
- Width – Including mirrors 77.8"
- Width – Mirrors folded 71.6"
- Interior – Front
- Head room 39.1"
- Leg room (max.) 43.6"
- Hip room 50.6"
- Shoulder room 52.7"
- Interior – Rear
- Head room 37.1"/37.2"/37.2"
- Leg room 31.2"
- Hip room 49.2"
- Shoulder room 49.0"

Capacities (cu. ft.)
- Passenger volume 85.1
- Luggage capacity (sedan) 12.8
- Cargo volume behind front seats (hatchback/ST) 25.4
- Cargo volume behind rear seats (hatchback/ST) 14.9/10.1
- Fuel tank (gal.) 12.4

1. Always wear your safety belt and secure children in the rear seat. 2 Actual mileage will vary. 3 Horsepower and torque ratings achieved with 93-octane fuel.
<table>
<thead>
<tr>
<th></th>
<th>WHEELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15&quot; Steel with Silver-Painted Covers</td>
</tr>
<tr>
<td>2</td>
<td>15&quot; Sparkle Silver-Painted Aluminum</td>
</tr>
<tr>
<td>3</td>
<td>16&quot; Premium Sparkle Silver-Painted Aluminum</td>
</tr>
<tr>
<td>4</td>
<td>16&quot; 8-Spoke Sparkle Silver-Painted Aluminum</td>
</tr>
<tr>
<td>5</td>
<td>16&quot; 8-Spoke Black-Painted Machined Aluminum</td>
</tr>
<tr>
<td>6</td>
<td>17&quot; Rado Gray-Painted Aluminum</td>
</tr>
<tr>
<td>7</td>
<td>17&quot; Premium Ebony Black-Painted Aluminum with Red-Painted Brake Calipers</td>
</tr>
</tbody>
</table>

- **S**: STANDARD
- **O**: OPTIONAL
- **I**: INCLUDED

![Wheels Image]
### 2018 Fiesta

<table>
<thead>
<tr>
<th>Bodystyle</th>
<th>Driver-Assist Technology</th>
<th>Seating</th>
<th>Interior</th>
<th>Mechanical</th>
<th>Exterior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sedan</td>
<td>Automatic on/off headlamps with wiper activation</td>
<td>Unique ST seat manual lumbar</td>
<td>12V rear powerpoint</td>
<td>3-mode AdvanceTrac electronic stability control (Standard, Sport, Off)</td>
<td>12V rear powerpoint</td>
</tr>
<tr>
<td>Hatchback</td>
<td>Reverse Sensing System</td>
<td>Driver’s seat manual lumbar</td>
<td>AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts</td>
<td>Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription</td>
<td>Fog lamps – Halogen with Carbon Black surrounds</td>
</tr>
<tr>
<td>Hatchback</td>
<td>SYNC 3 with 6.5&quot; color LCD capacitive touchscreen in center stack, 911 Assist, Apple CarPlay compatibility, Android Auto compatibility and 2 smart-charging USB ports</td>
<td>Trims – Cloth</td>
<td>Audio System from Sony with 8 speakers and HD Radio Technology</td>
<td>SiriusXM Radio with 6-month All Access trial subscription¹</td>
<td>Fog lamps – Halogen with Carbon Black surrounds</td>
</tr>
</tbody>
</table>

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. ²Restrictions may apply. See your dealer for details. ³Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.
2018 Fiesta | ford.com

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

<table>
<thead>
<tr>
<th>S</th>
<th>SE</th>
<th>TITANIUM</th>
<th>ST</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Platinum Metallic Tri-coat¹</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td>4 8</td>
</tr>
<tr>
<td>Oxford White</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ingot Silver²</td>
<td>1 2 3 4 5</td>
<td>6 7</td>
<td></td>
</tr>
<tr>
<td>Hot Pepper Red Metallic</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td></td>
</tr>
<tr>
<td>Orange Spice Metallic Tri-coat¹</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td></td>
</tr>
</tbody>
</table>

4,5: SE Appearance Package    8,9: ST RECARO® Package

<table>
<thead>
<tr>
<th>Exterior</th>
<th>S</th>
<th>SE</th>
<th>TITANIUM</th>
<th>ST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightning Blue²</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td></td>
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<tr>
<td>Outrageous Green Metallic</td>
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<td>6 7</td>
<td></td>
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</tr>
<tr>
<td>Tinted Clearcoat¹</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td></td>
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</tr>
<tr>
<td>Bohai Bay Mint²</td>
<td>2 3 4 5</td>
<td>6 7</td>
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<tr>
<td>Magnetic²</td>
<td>2 3 4 5</td>
<td>6 7</td>
<td>4 8 9</td>
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</tr>
<tr>
<td>Shadow Black</td>
<td>1 2 3 4 5</td>
<td>6 7</td>
<td>4 8 9</td>
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</tr>
</tbody>
</table>

¹: Additional charge. ²: Metallic.
FORD ACCESSORIES

SE Hatchback in Oxford White accessorized with side window deflectors by Lund, lower bodyside graphics, rear roof spoiler and 16” 8-spoke Black-painted machined aluminum wheels.

accessories.ford.com

Exterior
Bodyside graphics
Custom graphics and trim kits
Fog lamp bezels
Full vehicle covers
Hood protector
Locking fuel plug
Racks and carriers
Rear bumper protector
Rear spoilers
Rear spoiler winglets (A)
Side window deflectors
Splash guards
ST full vehicle cover

Interior
All-weather floor mats (B)
Armrest
Ash cup/coin holders
Cargo area protector (C)
Cargo organizers and protectors
Carpeted floor mats
Door-sill plates
First aid and roadside assistance kits
Gear indicator shift knob
Gear shift knobs
Interior light kit
ST all-weather floor mats
ST carbon-fiber gear shift knob
ST cargo area protector
ST door-sill plates
Tablet cradle

Electronics
Audio upgrade by KICKER®
Bullfrog® portable Bluetooth® speakers
Keyless entry keypad
Rear seat entertainment
Remote start systems (D)
Reverse Bumper-Mounted Warning Sensor System
Vehicle Security System

Wheels
16” 8-spoke Black-painted machined aluminum
16” polished aluminum
16” 8-spoke Sparkle Silver-painted aluminum
ST 17” Black-painted aluminum
Wheel lock kit

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.


Ford Original Accessories. They’re warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, 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 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.

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1Ford Licensed Accessory. 2Additional components may be required. See dealer for details. 3Consult owner’s manual for details on roof-rack load limits. 4Manual transmission only. 5Available on sedan only. ©2017 Ford Motor Company 18FSTWEBPDF