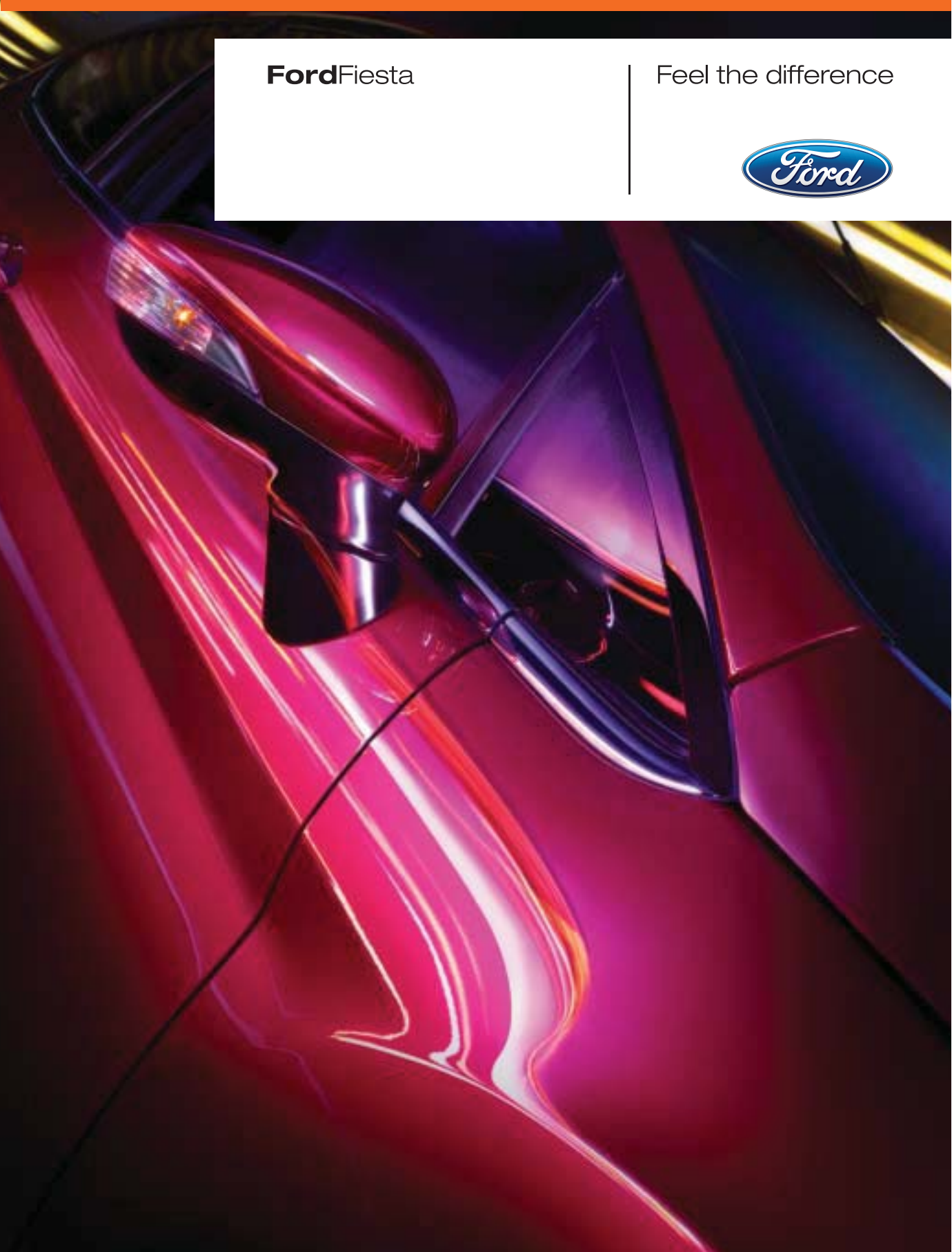


FordFiesta

Feel the difference





0.965237 of a millimetre

That's the thickness of a clay shaving. And to our designers it can make all the difference, as they hone and refine their clay prototype until they find the perfect expression of energy in motion.

The result is what we call Ford kinetic Design and we're passionate about it.

Bold, beautiful lines that you can't help falling in love with.



Actual size.

The first rule of staring:
wear sunglasses

Model shown is a Ford Fiesta Titanium 3-door with Hot Magenta metallic paint (option at extra cost) and Titanium X pack (option on the 1.6 Petrol only).



Get stuck in traffic
so everyone can have
a good look

Model shown is a Ford Fiesta Zetec S 3-door
with Vision metallic paint (option), side skirts and
16" 5-spoke alloy wheels (standard).



Life in the limelight.
Bask in the afterglow

Model shown is a Ford Fiesta Titanium 3-door with Soho upper instrument panel colour and Syracuse environment colour. Keyless Entry inc Power Start Button fitted (option).





Bluetooth® Voice Control and USB.
 Use your voice to change radio stations or CD tracks, make and receive mobile calls, control volume and temperature (where EATC fitted)(See specification pages for availability)



Untangle your life when you step into your car.
 The Ford Fiesta has all the right connections already built-in.

Make the connection

Much more than music

The central control console is inspired by the latest mobile phone design and is as functional as it is beautiful. It gets you connected with Bluetooth®, Voice Control, USB and AUX for your MP3, and a screen for your phone and track info. (See specification pages for availability)



Capless refuelling with Ford Easy Fuel

No dirty fuel caps to touch. Plus Ford Easy Fuel with its unique safeguard ensures nobody accidentally fills up with the wrong fuel. (Standard)

Rear-view camera

Select reverse and the rear-view camera appears in the rear-view mirror, allowing you to see objects behind your car for easy manoeuvring and parking. (Option)

Power-operated folding door mirrors

Just the thing for parking in narrow streets. (Standard on Titanium, option as part of City Pack)





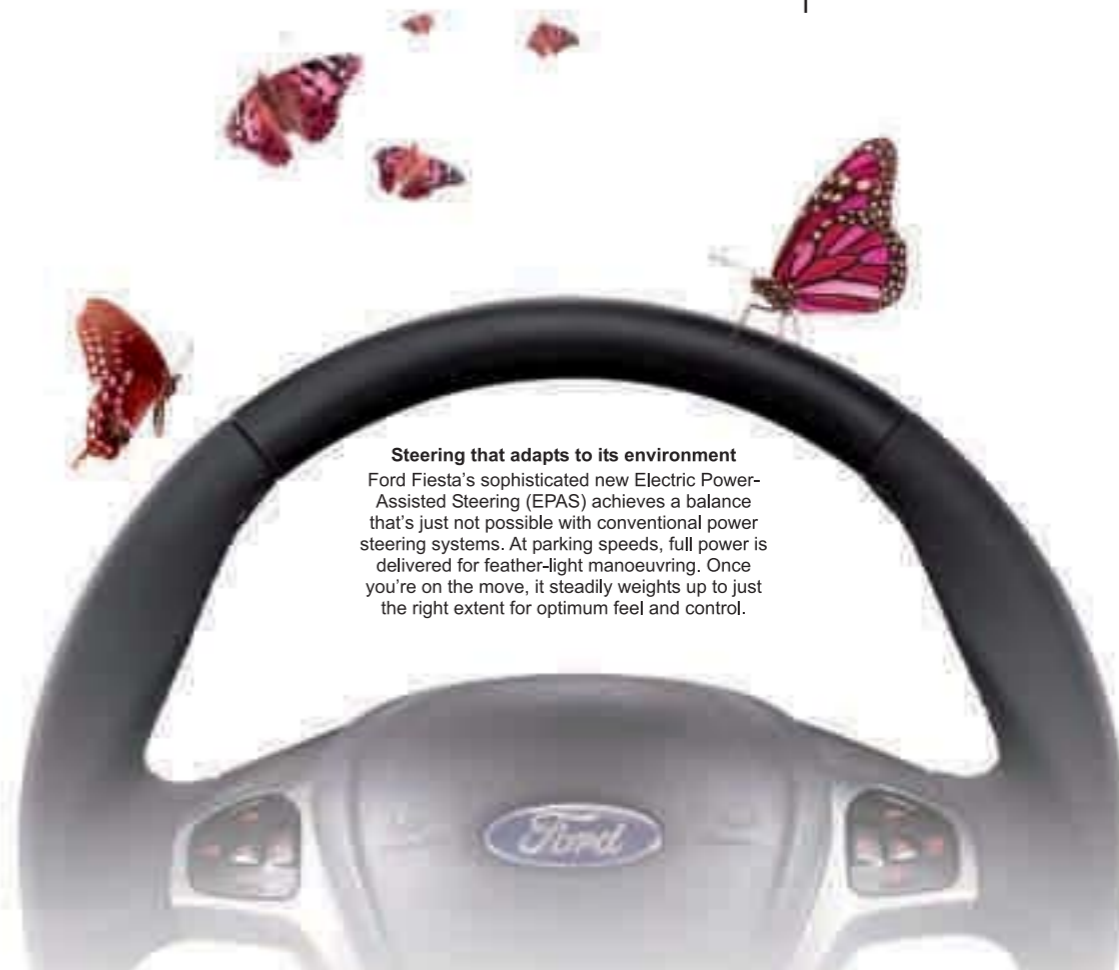
Ambient lighting

A soft red glow discreetly highlights the interior of your Ford Fiesta.
(Standard on Zetec and Titanium)



All the experience of Ford's renowned development engineers has been poured into the Ford Fiesta to create a driving experience where every journey is an event to savour. Form and function combine perfectly to keep you relaxed and in full control.

You won't want to get out



Steering that adapts to its environment

Ford Fiesta's sophisticated new Electric Power-Assisted Steering (EPAS) achieves a balance that's just not possible with conventional power steering systems. At parking speeds, full power is delivered for feather-light manoeuvring. Once you're on the move, it steadily weights up to just the right extent for optimum feel and control.

Ford Key-Free System with 'Ford Power' engine start/stop button

Start the car and lock or unlock the doors without ever holding the key. Just keep the key fob with you in your pocket or bag. (Option on Titanium)

Cruise control

Set your speed. Relax. Enjoy the drive. (Standard on Titanium)

Height- and reach-adjustable steering

Find your ideal steering wheel position for a more relaxed driving experience. (Standard)





Long term investment
Some possessions are made to last. The Ford Fiesta has quality and durability built in from the beginning and inspires a sense of confidence that's priceless.



With sparkling accents and high quality details, the Ford Fiesta is polished and poised. Look a little deeper and you discover every single component is engineered with one objective clearly in mind: quality that's built to last.

Precious metal

Intelligent Protection System (IPS)

Ford's advanced IPS uses a range of sophisticated technologies to keep you protected, including ultra-high strength steel safety cage, anti-lock brakes with emergency brake assist, front, side & knee airbags and optional curtain airbags.



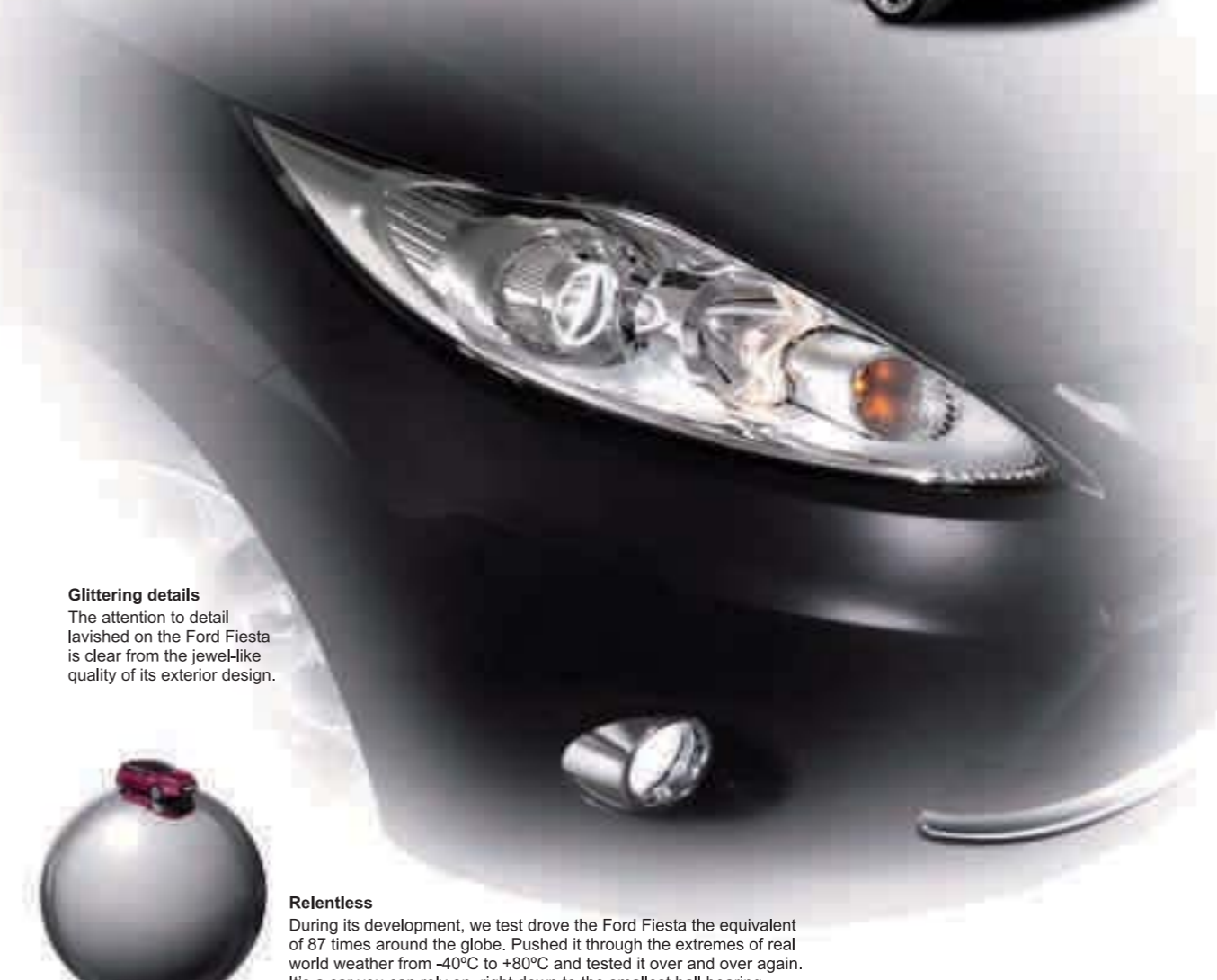
Glittering details

The attention to detail lavished on the Ford Fiesta is clear from the jewel-like quality of its exterior design.



Relentless

During its development, we test drove the Ford Fiesta the equivalent of 87 times around the globe. Pushed it through the extremes of real world weather from -40°C to +80°C and tested it over and over again. It's a car you can rely on, right down to the smallest ball bearing.





Model shown is finished in Moon dust Silver metallic paint (option) with 15" wheels and 6-spoke covers.

Generous levels of equipment and a stylish package start with Edge

Features

- 15" wheels with 6-spoke covers
- Body colour heated door mirrors
- Body colour door handles
- Manual air conditioning
- Electronic Stability Programme (ESP) with Traction Assist (includes Emergency Brake Assist (EBA))
- Electrically-operated front windows with 'one shot' up and down and anti-trap technology on driver's side
- Driver's seat height adjustment
- Remote control central double locking

Seat trim and colour: Ecrin Syracuse
 Bolster trim and colour: Mondus Max in Syracuse
 Door trim and colour: Mondus Max in Fairland
 Centre stack bezel and door handle deco strip: Ingot
 Upper instrument panel: Fairland
 Environment colour: Syracuse

Body colour rear spoiler
(Standard)



Electrically-operated front windows
(Standard)



Headlight courtesy delay
 The headlights stay on for a few seconds to illuminate the way to your front door. (Standard)



Body colour door mirror housings with power-operated and heated mirrors
(Standard)



Body colour door handles
(Standard)



Remote control central double locking
(Standard)



Model shown is finished in Squeeze metallic paint (option).



Better for the environment

Like you, everyone at Ford is concerned about the potential impact of climate change. So we're developing new ideas to make our cars more environmentally sustainable, without compromising on style or performance. Some of these ideas will take time to bear fruit. Others can have an impact now. Ford ECONetic is the result of this philosophy: low-emission diesel cars that are affordable, stylish and rewarding to drive.

Better for you

The new Ford Fiesta ECONetic achieves an amazing fuel consumption of just 76.3mpg (combined cycle). And with CO₂ emissions of just 98 g/km, it is exempt from Vehicle Excise Duty as well as the fees charged for resident parking permits by some local authorities.

The new Ford Fiesta ECONetic's generous standard specification proves that caring for the environment doesn't have to compromise your driving pleasure.

Additional to Edge (ECONetic emissions-reducing features)

- **Lowered suspension**
Lowers the height of the car to improve aerodynamic efficiency
- **Rear-wheel air deflectors**
Control airflow over the rear wheels and wheel arches to reduce drag and lift
- **Special engine calibration**
The 1.6-litre Duratorq TDCi 95 PS engine and 5-speed transmission have been modified for optimum fuel economy without compromising the acclaimed driveability of the new Ford Fiesta
- **Special instrument cluster display**
Contains Shift Indicator Lamp (SIL) to help improve fuel economy

Lowered suspension (Standard)

Body colour rear spoiler (Standard)



Special instrument cluster display (Standard)





Model shown is finished in Panther Black metallic paint with Bluetooth® and USB paint (option) with 15" 8-spoke alloy wheels (standard).

It's the attention to the smallest detail that gives the Ford Fiesta Zetec a feeling of refined luxury.

Additional to Edge

- 15" 8-spoke alloy wheels
- Front fog lights with chrome surround
- Quickclear heated windshield
- Trip computer
- Chrome lower front grille surround
- Chrome tailgate handle
- Chrome belt line finisher
- Headlights with chrome surround
- Three-spoke leather steering wheel
- Leather gear knob
- Ambient lighting

Seat trim and colour: Dots in Syracuse
 Bolster trim and colour: Trudie New in Syracuse
 Door trim and colour: Trudie New in Fairland
 Centre stack bezel and door handle deco strip: Sterling
 Upper instrument panel: Fairland
 Environment colour: Syracuse

Halogen projector headlights
 Produce a stronger beam. (Standard)

Ambient lighting
 A soft red glow emanates from the roof, glove box and centre console. (Standard)

Leather steering wheel
 With bright sterling silver colour insert. (Standard)

Chrome tailgate handle
 (Standard)

Chrome lower front grille and front fog light surrounds
 (Standard)





Model shown is finished in Vision metallic paint (option) with 16" 5-spoke alloy wheels (standard).

The Ford Fiesta Zetec S demands attention with its dynamic stance and powerful lines.

- Body colour front and rear bumper skirts
- Body colour rear spoiler
- Three-spoke leather steering wheel
- Front fog lights
- 16" 5-spoke alloy wheels
- Headlights with chrome surround
- Lowered sports suspension
- Sports seats
- Manual air conditioning
- Trip computer
- Perimeter alarm
- Quickclear Heated Windscreen
- Alloy Cap Foot Pedals
- Side skirts

Seat trim and colour: Dots in Syracuse
 Bolster trim and colour: Mondus Max in Brilliant Blue
 Door trim and colour: Mondus Max in Brilliant Blue
 Centre stack bezel and door handle deco strip: Ingot
 Upper instrument panel: Brilliant Blue
 Environment colour: Syracuse

Lowered sports suspension
(Standard)

Front fog lights
(Standard)

Body colour rear spoiler
(Standard)

16" 5-spoke alloy wheels
(Standard)

Halogen projector headlights
Produce a stronger beam. (Standard)

Body colour bumpers
With body colour skirts (Standard)





Model shown is finished in Hot Magenta metallic paint (option) with 16" 15-spoke alloy wheels and Bluetooth® and USB (Standard).

The Ford Fiesta Titanium surrounds you with contemporary luxury and technical innovation.

Additional to Zetec

- 16" 15-spoke alloy wheels
- Bluetooth® and USB
- Cruise control
- Power-operated folding door mirrors
- Privacy glass
- Electronic Automatic Temperature Control (EATC)
- Automatic headlamps
- Automatic wipers
- 2 rear speakers
- Perimeter alarm

Seat trim and colour: Dots in Soho
 Bolster trim and colour: Trudie New in Syracuse
 Door trim and colour: Trudie New in Soho
 Centre stack bezel and door handle deco strip: Sterling
 Upper instrument panel: Soho
 Environment colour: Syracuse

Cruise Control
 Simply select your desired speed and the system will maintain it for as long as you wish. (Standard)

Electronic Automatic Temperature Control (EATC)
 Set your ideal temperature and EATC does the rest. (Standard)

Bluetooth® and USB
 Bluetooth® handsfree phone and USB port with voice control and digital music streaming (Standard)

Chrome lower front grille and front fog light surrounds
 (Standard)

Chrome belt line finisher
 (Standard)

16" 15-spoke alloy wheel
 (Standard)





Edge

Features

- 15" wheels with 6-spoke covers
- Manual air conditioning
- Electronic Stability Programme (ESP)
- Electrically-operated front windows with 'one shot' up and down and anti-trap technology on driver's side
- Driver's seat height adjustment
- Remote control central double locking
- CD player with remote audio controls and AUX socket
- Anti lock brakes (ABS) with Electronic Brakeforce Distribution (EBD)
- Front, side and knee airbags
- Electric Power assisted steering
- Intelligent Protection System (IPS)

Bodystyles: 3- and 5-door

Engines:

Petrol

- 1.25 (60 PS) 5-speed manual
- 1.25 (82 PS) 5-speed manual
- 1.4 (96 PS) 5-speed manual
- 1.4 (96 PS) 4-speed automatic

Diesel

- 1.4 TDCi (70 PS with DPF) 5-speed manual

ECONetic

Additional to Edge

- Lowered suspension
- Rear-wheel air deflectors
- Special engine calibration
- Special instrument cluster display

Bodystyles: 3- and 5-door

Engine:

Diesel

- 1.6 TDCi (95 PS with coated diesel particulate filter ECO) 5-speed manual

Zetec

Additional to Edge

- Headlights with chrome surround
- Chrome lower front grille surround
- Chrome tailgate handle
- Chrome belt line finisher
- Front fog lights with chrome surround
- 15" 8-spoke alloy wheels
- Three-spoke leather steering wheel
- Leather gear knob
- Trip computer

Bodystyles: 3- and 5-door

Engines:

Petrol

- 1.25 (82 PS) 5-speed manual
- 1.4 (96 PS) 5-speed manual
- 1.4 (96 PS) 4-speed automatic

Diesel

- 1.4 TDCi (70 PS with DPF) 5-speed manual
- 1.6 TDCi (95 PS with DPF) 5-speed manual

Zetec S

- Body colour front and rear bumper skirts
- Side skirts
- Alloy pedal cappings
- Quickclear Heated Windshield
- Front fog lights
- 16" 5-spoke alloy wheels
- Body colour rear sports spoiler
- Headlights with chrome surround
- Lowered sports suspension
- Sports seats
- Manual air conditioning
- Trip computer
- Three-spoke leather steering wheel
- Perimeter alarm

Bodystyle: 3-door

Engines:

Petrol

- 1.6 (120 PS) Ti-VCT 5-speed manual

Diesel

- 1.6 TDCi (95 PS with DPF) 5-speed manual

Titanium

Additional to Zetec

- 16" 15-spoke alloy wheels
- Cruise control
- Bluetooth® and USB
- Power-operated folding door mirrors
- Privacy glass
- Electronic Automatic Temperature Control (EATC)
- Automatic headlamps
- Automatic wipers
- 2 rear speakers
- Perimeter alarm

Bodystyles: 3- and 5-door

Engines:

Petrol

- 1.4 (96 PS) 5-speed manual
- 1.4 (96 PS) 4-speed automatic
- 1.6 (120 PS) Ti-VCT 5-speed manual

Diesel

- 1.4 TDCi (70 PS with DPF) 5-speed manual
- 1.6 TDCi (95 PS with DPF) 5-speed manual

Individual

The Individual finish
Experience a level of luxury usually found only in much larger cars. Our designers have worked with premium leather and high-grade materials to create the ultimate style statement. Take a look at the detailed craftsmanship. You're travelling first class.

Get behind the wheel and you feel like you're stepping into the pages of a fashion magazine. Always in season, red is the colour of passion, Individual Red Style will ignite yours.

Individual Red Style



Leather seat trim
Beautifully-stitched red and silver leather embossed with the 'Individual' logo.
Leather door insert



Steering wheel and instrument panel.



Leather gearshift knob



Premium leather with contrast stitching



Premium velour mat

Individual Red Style is exclusively available on Ford Fiesta Titanium. (Manual transmission only)

Individual

Aluminium pedals
Pedal set with anti-slip rubber inserts. (Standard on Zetec S)



Dive into the Individual Blue Style and experience a sporty look that complements the Ford Fiesta's dynamic design. Bold and purposeful, it gives you a feeling of cool confidence when you're behind the wheel.

Individual Blue Style

Enhance the refinement of your Ford Fiesta with a choice of interior styling options. They include special illumination details that add extra ambience to the interior of your car.

Interior styling



Steering wheel and instrument panel

Scuff plates and premium velour floor mats
Elegant additions that welcome and protect. Scuff plates are also available without illumination. (Option as part of interior pack)



Leather handbrake
Chrome release button and high-grade leather in a choice of three colours, shown here in Syracuse. (Option as part of interior pack)



Leather gearshift knob



Premium velour mat

Leather seat trim with leather door insert



Leather gearshift knob
Aluminium look insert and high-grade leather. Also available without illumination. (Option as part of interior pack)

Leather sports seats (Option on Zetec S)



Premium leather with contrast stitching





Sony CD/radio
The best choice to enhance your listening pleasure to the maximum. Includes MP3 playback via AUX or USB port (Standard on Titanium)

USB port
Built in connectivity for your gadgets like iPod® or MP3 player. Lets you listen to, and operate, your player via the car's audio system. (Option with Bluetooth®, standard on Titanium). A dedicated iPod® connector cable is available as an accessory.



Choose your In Car Entertainment (ICE) pack and control it from the striking centre console.

Audio and connectivity



Mobile phone navigation
Turn your Bluetooth®-enabled mobile 'smart' phone into a navigation unit. (Option). Please visit www.ford-mobile-connectivity.com to view phone compatibility.



Remote audio controls
Your hands on the wheel and your MP3 on the right track. (Remote audio controls and MP3 controls are standard).



Pioneer premium loudspeakers
Pioneer's latest speakers offer unrivalled sound quality. (Accessory)

CD/Radio
CD/radio with multifunction display, MP3 compatibility, four front speakers, remote audio controls and AUX socket for external music devices.

Bluetooth® and USB
Bluetooth® handsfree phone and USB port with voice control and digital music streaming (Standard on Titanium).

Portable navigation
Leave your maps behind with a simple and intuitive portable GPS navigation system. Please contact your Ford Dealer for details. (Accessory)





Body colour front bumper extension and Anthracite spoiler lip*



Make a statement with this styling kit, perfectly designed to complement your Ford Fiesta and make it stand out from the crowd.

Exterior styling kit

Full exterior styling kit*

- Unique front bumper extension and spoiler lip
- Rear bumper skirt
- Side skirts
- Unique lower mesh grille
- Large rear spoiler

Motorsport stripes

- For the roof, bonnet, sides, tailgate, rear spoiler and front and rear bumpers. Available in Performance Blue or Frozen White



16" 7-spoke alloy wheel (Option)

*Kit is available as an option (on 3-door Titanium only) and as an accessory. All items are also available separately as accessories.

Model shown above is a Ford Fiesta Titanium 3-door with Midnight Sky metallic paint (option), Motorsport stripes (accessory) and Titanium X-Pack (Option, only available for 1.6 Duratec Ti-VCT)

Model shown opposite is a Ford Fiesta Titanium 3-door with full exterior styling kit, Frozen White paint, Motorsport stripes (accessory) and 16" 7-spoke alloy wheels (option and accessory).



Large rear spoiler*

Gives an aerodynamic finish to the roof line.



Rear bumper skirt*

With integrated diffuser in Anthracite.





Make a bold statement with the 17" 5-spoke alloy wheel (Option on 1.6 Petrol Zetec S and Titanium only as part of pack).

Eibach suspension-lowering kit
Enhances driving performance and handling as well as giving a more sporty appearance. Lowers the car by approximately 30 mm. (Accessory)



Add another personal touch to your Ford Fiesta from a wide choice of dazzling wheels.

Wheels

Scuff plate

Emblazoned with the Ford logo, these scuff plates welcome and protect.



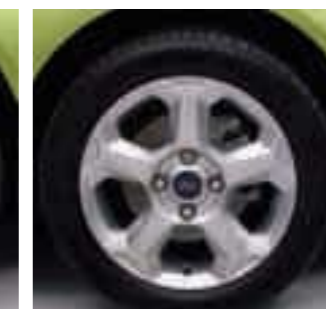
14" 6-spoke wheel cover
(Standard on Studio and ECONetic)



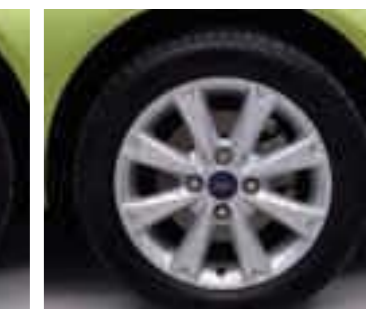
15" 6-spoke wheel cover
(Standard on Edge)



15" 5-spoke alloy wheel
(Option on Edge and accessory)



15" 8-spoke alloy wheel
(Standard on Zetec and accessory)



Note The 16" and 17" wheels available on Ford Fiesta are designed to deliver more sporting driving characteristics and a firmer ride quality compared to standard 14" and 15" wheels.

16" 5-spoke alloy wheel
(Standard on Zetec S and accessory)



16" 7-spoke alloy wheel
(Option on Zetec and Titanium and accessory)



16" 7-spoke White alloy wheel
(Accessory)



16" 7-spoke Black alloy wheel
(Accessory)



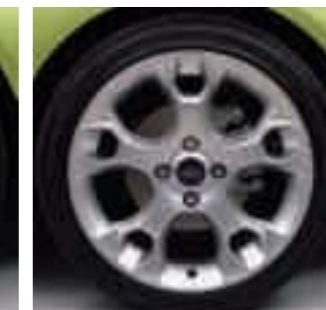
16" 15-spoke alloy wheel
(Standard on Titanium)



16" 15-spoke alloy wheel
Standard on Titanium from late 2010)



17" 5-spoke alloy wheel
(Option on Zetec S and Titanium 1.6 Petrol engine only as part of a pack)



17" 5-spoke White alloy wheel
(Accessory)





Thule ProRide bike carrier
Shown with Ford Boutique mountain bike. (Accessory)

ClimAir® wind deflector
Reduces turbulence and noise for a more enjoyable drive with the windows down, even when it's raining. (Accessory)



Make the most of the great outdoors with a wide range of travel accessories, all available from your local Ford Dealer.

More versatility

ClimAir® sunblinds
Tailored blinds filter and reduce sun glare through the rear windows. Can be used with the window open.



Britax Römer child seat
Various seats available for all ages, also with ISOFIX.



Thule ProRide bike carrier
Lockable carrier designed for frames up to 80 mm in diameter.

Base roof load carrier
Lockable base load carrier compatible with a range of attachments.

Thule lockable roof boxes
Protect your possessions from theft and the elements. Available in different sizes.



Tow bar*
Detachable tow bar with 7 or 13 pin electrical connector kit.

Mudflaps*
Kits for front and rear.

Waeeco 12v coolbox
High-performance 12v cool boxes available in a range of sizes.

Multi-purpose foldable mat for luggage compartment
Provides luggage compartment protection. Reversible design offers choice of carpet or durable rubber surface. Ideal for carrying wet or dirty items.

Anti-slip boot mat
Waterproof mat protects luggage compartment from dirt, wear and tear.

*Available on all series except Zetec S. Not available with full exterior styling kit.

Dog guard
Keeps dogs or items of luggage safely in the luggage compartment. Fits to existing mountings behind the rear seats in place of the package tray. (Accessory)

Parking distance kit*
Audible warnings help you park in tight spaces. Available for front and rear (option), or just rear. (accessory).

*Not available on Zetec S or with Full Exterior Styling Kit



We are all beginning to understand the impact that mobility is having on climate change. While we can't change things overnight, we are working very hard to find solutions.

Our range of finance, insurance, service and assistance options is designed with just one thing in mind – making life easy for you.

Ford ECOnetic Technologies

Ford has developed a range of sustainable technologies, which vary by model, in order to improve fuel economy, reduce CO₂ and lower cost of ownership. These include Ford EcoBoost advanced, fuel-efficient petrol engines, Ford PowerShift transmission and Ford Auto-Start-Stop.

A low emission diesel ECOnetic derivative is now available. The Ford Fiesta ECOnetic delivers more than 76.3 mpg, emitting just 98 g/km of CO₂.

Longer term Ford ECOnetic Technologies will expand to include electric and hybrid-electric vehicles, biofuel-capable vehicles, plug-in hybrids and hydrogen fuel cell-powered vehicles

Protecting the future

Using our Product Sustainability Index, a design for sustainability management tool, we are addressing the environmental, social and economic impacts of our vehicles from the earliest stages of their development*.

We are working on a wide range of vehicle technologies from biofuels to hybrids and clean diesels, and in the long term to hydrogen fuel-cell technology with the potential for near zero CO₂ emissions.

Improving our manufacturing facilities

Elsewhere, we are working to minimise the impact of our facilities on the environment, for example by pioneering on-site generation of electricity from sun and wind.

Breathe easier

The allergy-tested interiors of Ford Fusion, Ford Focus, Ford Kuga, Ford Mondeo, Ford S-MAX and Ford Galaxy models were the first worldwide to receive the approval of the independent German TÜV organisation.

Recycling for good

In the interests of sustainability, many of our components contain recycled and renewable content. All Ford vehicles are at least 85% recyclable and 95% recoverable in accordance with ISO 22628. We offer free take-back for qualifying vehicles at the end of their lives. All our take-back points are fully licensed and must also meet additional Ford quality standards for the professional receipt, treatment and recovery of end-of-life vehicles.

This brochure has been produced on paper based on fibres from sustainable forestry, using a 100% chlorine-free (TCF) bleaching process.

*For more about this topic, see www.ford.com/go/sustainability

**Dependent on feedstock used and production process. (Source: EUCAR CONCAWE study). Ford supports the sustainable production of biofuels.

Ford Credit

When it comes to financing your vehicle, your Ford Dealer can remove the need for lengthy phone calls, endless online surfing and form-filling. They can help you complete an application and will get a decision, usually within 15 minutes.

So what can your Ford Dealer provide?

Ford Options offers increased flexibility and gives you the opportunity to drive a new Ford more often. At the end of the agreement you can Renew, Return or Retain your Ford.

Ford Acquire is ideal if you're a private or business user who wants a straightforward financing plan to own your vehicle. Simply put down a deposit, pay the remainder, plus interest, over an agreed period and the vehicle becomes yours.

Ford Lease* provides simple, tailored funding solutions for your business, whatever the size. Business users only.

Ford Insure** is our comprehensive motor insurance product, designed specifically for Ford drivers.

Ford more information on our finance products please visit ford.co.uk.

Finance subject to status. Guarantees/indemnities may be required. Freepost Ford Credit.

*Ford Lease is provided by ALD Automotive Ltd, trading as Ford Lease, Oakwood Park, Lodge Causeway, Fishponds, Bristol, BS16 3JA. ALD Automotive is registered in England No. 987418. For the purposes of the Data Protection Act 1998 the data controllers in relation to any information you supply are Ford Motor Company Limited, FCE Bank Plc and ALD Automotive. Finance subject to status. Guarantees and indemnities may be required. ALD Automotive is authorised and regulated by the Financial Services Authority.

**Ford Insure is underwritten and administered by Royal & Sun Alliance Insurance plc, which is authorised and regulated by the Financial Services Authority. FCE Bank plc is authorised and regulated by the Financial Services Authority and acts as an insurance intermediary in relation to Ford Insure. In relation to this same product, Ford Motor Company Limited is an appointed representative of FCE Bank plc. Ford Motor Company Limited acts as an insurance intermediary. Calls may be recorded and monitored.

Services

Ford Protect

Your new Ford is protected by a 3-year/60,000-mile Ford Protect Classic Plan Warranty, and comes with Ford Assistance roadside cover throughout the UK and Europe for 1 year. You can also upgrade to a Ford Protect Premium Plan, giving you the option of scheduled servicing and extended Ford Assistance.

Ford Service

Like any vehicle, your new Ford needs servicing regularly to keep it in the best condition and to maintain its value. The Ford authorised repairer network is independently quality checked to ensure the highest standards of workmanship are maintained. Ford has the largest repairer network in the UK, and uses Ford-trained technicians, Ford-specific tools and the latest computerised diagnostic equipment specifically for your Ford.

Ford Accident Repair Centres

Should your Ford require accident repair, an approved Ford Accident Repair Centre is the best place to return your vehicle to its pre-accident condition. Repairers displaying the Ford Accident Repair Centre sign meet the rigorous customer service, technical and quality standards demanded by Ford. Ford trained technicians, the latest repair equipment and the use of original parts mean that the future safety and value of your vehicle are assured.

Contacts

Ford Customer Relationship Centre

In the unlikely event that your Ford Dealer can't help you or if you need to speak to us directly, call 0845 841 1111 at local rates.

Ford Rental – local service nationwide

Car and van rental from our latest model range. Contact your local Ford Dealer for more information.

Ford Mobility

Our dedicated care centre provides free information on all motoring and mobility issues, including special offers for HRDLA and Motability recipients. Call us on 0845 6040019 at local rates.

Exterior equipment

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Design features						
Door mirrors – Black housing, heated, electric operation, integrated side indicator	●					
Door mirrors – Body colour housing, heated, electric operation, integrated side indicator		●	●	●	●	
Door mirrors – Electrically foldable (requires remote locking)		□	□	□	□	●
Bumpers – Front and rear, body colour with grey self-colour grille insert	●	●	●			
Bumpers – Front, chrome grille surround				●		●
Bumpers – Sports style body colour with skirts and grey colour sport grille insert					●	
Front fog lights – Black bezel rings					●	
Front fog lights – Chrome bezel rings				●		●
Rear privacy glass				○	□	●
Door handles – Black colour	●					
Door handles – Body colour		●	●	●	●	●
Tailgate handle – Body colour	●	●	●		●	
Tailgate handle – Body colour with chrome finisher				●		●
Chrome belt line finisher				●		●
Rear spoiler – Body colour	●	●	●	●		●
Rear spoiler – Sports style body colour (3-door only)					●	□
Side Skirts – Body colour (3-door only)					●	□
Wheels						
Steel – 14"x5.5", 6-spoke wheel covers, 175/65 tyres	●		●			
Steel – 15"x6", 6-spoke wheel covers, 195/50 tyres		●				
Alloy – 15"x6", 8-spoke, 195/50 tyres				●		
Alloy – 16"x6.5", 5-spoke, 195/45 tyres					●	
Alloy – 16"x6.5", 15-spoke, 195/45 tyres						●
Alloy – 15"x6", 5-spoke, 195/50 tyres		○				
Alloy – 16"x6.5", 7-spoke, 195/45 tyres				○		○
Alloy – 17"x7", 5-spoke, 205/40 tyres (on 1.6 Petrol only)					□	□
Tyre inflator kit	●	●	●	●	●	●
Spare – 14"x5.5" steel	○	○		○	○	○
Locking wheel nuts (only with alloy wheels)		□		●	●	●

Exterior equipment

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Bodystyling packs						
Full Exterior Styling Kit (3 door) – Front, rear and side skirts, unique lower bumper grille and rear spoiler (not available with front parking sensor)						○
Convenience features						
Ford Easy Fuel capless refuelling system with misfuel inhibit	●	●	●	●	●	●
Headlights – Twin chamber halogen reflector with black bezel	●	●	●			
Headlights – Halogen projector with chrome bezel				●	●	●
Headlights – Courtesy Delay	●	●	●	●	●	●
Parking distance sensor – Front and rear		○	○	○		○
Rear view camera (part of option pack including rear parking sensors, auto dimming mirror, automatic headlights and automatic wipers)		□	□	□	□	□
Tailgate wash/wipe	●	●	●	●	●	●
Wipers – Front, variable intermittent with electric wash	●	●	●	●	●	
Wipers – Automatic with rain sensor (includes automatic headlights)				○	○	●
Windscreen – Heated		○	○	●	●	●
Centre high-mounted rear brake light	●	●	●	●	●	●
Option packs						
City Pack – Rear parking distance sensor and electrically foldable door mirrors		○	○	○	○	○
Titanium X Pack – 17" Alloy Wheels, Leather Trim and Rear Power Windows (5dr only)(available on 1.6 Petrol only)						○
Street Pack – 17" Alloys, and Privacy Glass (available on 1.6 petrol only)					○	

● = Standard, ○ = Option, at extra cost, □ = Part of option pack, at extra cost

Interior equipment

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Design features						
Floor mats – Front and rear, velour					□	●
Gear knob – Soft feel	●	●	●		●	
Gear knob – Leather				●		●
Handbrake release knob – Chrome	●	●	●	●	●	●
Interior Pack #1 – Stainless steel scuff plates with logo, unique gearshift knob, unique handbrake cover and velour front and rear floor mats (manual transmission only)					○	○
Interior Pack #2 (Illumination Pack) – Stainless steel scuff plates with illuminated logo, unique gearshift knob, unique handbrake cover and velour front and rear floor mats (manual transmission only)					○	○
Individual Red Style (Unique Interior Finish – red/silver) – Floor mats with Individual logo and coloured piping, leather gear shift knob, leather handbrake handle, unique leather seat trim and leather door boards inserts (manual transmission only)						○
Individual Blue Style (Unique Interior Finish – blue/silver) – Floor mats with Individual logo and coloured piping, leather gear shift knob, leather handbrake handle, unique leather seat trim and leather door boards inserts					○	
Pedal covers – Alloy cappings					●	
Steering wheel – 3-spoke	●	●	●			
Steering wheel – 3-spoke, leather-trimmed				●	●	●
Steering wheel column – Rake- and reach-adjustable	●	●	●	●	●	●
Audio and communication systems						
Radio/CD with multi-functional display, MP3-compatible, 2-line display, four front speakers, remote audio controls and AUX connection for external music devices	●	●	●	●	●	
Radio/CD with multi-functional display, MP-3 compatible, matrix display, six speakers (four front speakers and two rear), remote audio controls, AUX and USB connection for external music devices, Bluetooth® Hands-Free Telephone and Voice Control System (includes trip computer on Edge/Econetic)		○	○	○	○	-
Radio/CD with multi-functional display, MP-3 compatible, matrix display, six speakers (four front speakers and two rear), remote audio controls, AUX and USB connection for external music devices, Bluetooth® Hands-Free Telephone and Voice Control System and Mobile Navigation (includes trip computer on Edge/Econetic)		○	○	○	○	-
Sony radio/CD with multi-functional display, MP3-compatible, matrix display, six speakers (four front and two rear coaxial), remote audio controls, AUX and USB connection for external music devices, Bluetooth® Hands-Free Telephone and Voice Control System				○	○	●
Sony radio/CD and Mobile Navigation with multi-functional display, MP3-compatible, matrix display, six speakers (four front and two rear coaxial), remote audio controls, AUX and USB connection for external music devices, Bluetooth® Hands-Free Telephone and Voice Control System				○	○	○
Climate control						
Air conditioning – Manual		●	●	●	●	
Air conditioning – Electronic Automatic Temperature Control (EATC)					○	●

Interior equipment

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Comfort and convenience						
Trip computer		□	□	●	●	●
Cruise control						●
Accessory power socket (12V)	●	●	●	●	●	●
Centre console – with trinket tray, two cup holders and a large stowage bin	●	●	●	●	●	●
Courtesy light – For front passengers, overhead with theatre-style dimming; for rear passengers and in load compartment	●	●	●	●	●	●
Courtesy light – With map-reading lights				●		●
Aesthetic Lighting Package – Instrument panel candle lighting, illumination of centre stack open stowage, footwell lights and 'submarine' lighting				●		●
Stowage pockets – Front passenger seatback		●	●		●	
Stowage pockets – Driver and front passenger seatbacks				●		●
Windows – Electric front with one-touch lowering/closing on driver's side	●	●	●	●	●	●
Windows – Electric front and rear with one-touch lowering/closing on driver's side (5 door only)						□
Seats and Seat Belts						
Front seats – Comfort-style	●	●	●	●		●
Front seats – Sports-style					●	
Front seats – 2-way adjust head restraints	●	●	●	●	●	●
Front seats - Heated						○
Front seat – Driver's lumbar support adjustment						○
Front seat – Driver's seat manual 2-way adjustment	●					
Front seat – Driver's seat manual 4-way adjustment		●	●	●	●	●
Front seat – Passenger's seat manual 2-way adjustment	●	●	●	●	●	●
Rear seat – 60/40 split folding back and fixed cushion	●	●	●	●	●	●
Rear seat – centre head restraints	○	○	○	○	○	○
Seat Belts – Front, inertia reel with height adjustable mounts. Rear - three inertia reel lap and diagonal	●	●	●	●	●	●
Leather Pack – Full leather trim including heated seats and leather-trimmed steering wheel						○
Leather Pack Zetec S – Full leather trim including heated seats, sport-style front seats and leather-trimmed steering wheel					○	
Loadspace						
Removable rear parcel shelf (3/5-door)	●	●	●	●	●	●
Load floor carpet	●	●	●	●	●	●

● = Standard ○ = Option, at extra cost.

The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under license. Other trademarks and trade names are those of their respective owners.

Safety and security

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Safety						
Intelligent Protection System (IPS)	●	●	●	●	●	●
Anti-lock brakes with Electronic Brake-force Distribution (EBD)	●	●	●	●	●	●
Electronic Stability Programme (ESP) and Electronic Emergency Brake Assist (EBA)	●	●	●	●	●	●
Auto Hazard Warning Lights – Automatic activation of indicators when emergency braking is applied	●	●	●	●	●	●
Airbags – Driver's and front passenger's*	●	●	●	●	●	●
Airbag – Front passenger's airbag de-activation switch* (dealer-fitted accessory only)	○	○	○	○	○	○
Airbags – Front side airbag (head and thorax) (includes knee airbag)	●	●	●	●	●	●
Airbags – Curtain airbag	○	○	○	○	○	○
Seat belts – Seat buckle pre-tensioners on front seat belts	●	●	●	●	●	●
Seats – ISOFIX mounting brackets for child seat (rear outer seats only)	●	●	●	●	●	●
Security						
Second Remote Ignition Key	-	●	●	●	●	●
Manual Locking	●	-	-	-	-	-
Remote Central Double Locking w/two flip keys	-	●	●	●	●	●
Perimeter Alarm	-	○	○	○	●	●
Ford Power Starter Button	-	-	-	-	○	-
Ford Key Free System (includes Ford Power Starter Button)	-	-	-	-	-	○

*Note: A child seat should never be placed in the front passenger seat, when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.

Mechanical features

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
Steering						
Electric Power Assisted-Steering (EPAS)	●	●	●	●	●	●
Suspension						
Suspension – Standard tune	●	●		●		●
Suspension – With lowered ride height			●		●	
Suspension – Front stabiliser bar	●	●	●	●	●	●

● = Standard, ○ = Option, at extra cost.

Fuel, performance and emissions

	Trans	Maximum Power PS (kW)	Torque Nm (Nm with overboost)	CO ₂ emissions (g/km) ⁹⁰	Fuel consumption in L/100 km (mpg) ⁹⁰			Performance ⁹		
					Urban	Extra Urban	Combined	Max Speed mph (kph)	0-62 mph (secs)	31-62 mph* (secs)
3/5 door Fiesta										
1.25 Duratec Stage V	M5	60 (44)	109	127	7.3 (38.7)	4.4 (64.2)	5.5 (51.4)	94 (152)	16.9	17.9
1.25 Duratec Stage V	M5	82 (60)	114	129	7.4 (38.2)	4.5 (62.8)	5.6 (50.4)	104 (168)	13.3	17.6
1.4 Duratec Stage V	M5	96 (71)	128	133	7.6 (37.2)	4.7 (60.1)	5.8 (48.7)	109 (175)	12.2	16.2
1.4 Duratec Stage V	A4	96 (71)	128	154	8.9 (31.7)	5.2 (54.3)	6.6 (42.8)	103 (166)	13.9	n/a
1.6 Duratec Ti-VCT Stage V	M5	120 (88)	152	134	7.9 (35.7)	4.6 (61.4)	5.8 (48.7)	120 (193)	9.9	12.6
1.4 Duratorq TDCi + DPF Stage V	M5	70 (51)	160	107	4.8 (58.9)	3.6 (78.5)	4.1 (68.9)	101 (162)	14.8	13.9
1.6 Duratorq TDCi + DPF Stage V	M5	95 (70)	212	107	5.2 (54.3)	3.6 (78.5)	4.2 (67.2)	109 (175)	11.8	9.9
1.6 Duratorq TDCi + DPF Stage V	M5	95 (70)	200	98	4.6 (61.4)	3.2 (88.3)	3.7 (76.3)	111 (179)	12.2	11.8

*In 4th gear. ⁹Ford test figures. ⁹⁰The declared fuel consumptions and CO₂ emissions are measured according to the technical requirements and specifications of European Directive 80/1268/EEC or the European Regulation (EC) 715/2007 amended by (EC) 692/2008. Fuel consumption and CO₂ emissions are specified for a vehicle type and not a single car. The applied standard test procedure enables to compare between different vehicle types and different manufacturers. This information is not part of any product offer made. Real-world fuel consumption can vary as the fuel efficiency of a vehicle is influenced by (individual) car configurations, driving behaviour, use of technical equipment such as A/C, as well as other non-tactical factors. **Note** All vehicles are Durashift 5-speed manual unless otherwise stated. BP Ultimate, a range of advanced performance fuels, the perfect partner to meet the most demanding needs of Ford's class-leading technology. BP Ultimate can boost power and acceleration, lower exhaust emissions and improve fuel economy, compared with ordinary fuels.

Insurance groups

	Studio	Edge	Econetic	Zetec	Zetec S	Titanium
3/5 door Fiesta						
1.25 Duratec 60PS	5E	6E				
1.25 Duratec 82PS	5E	6E		6E		
1.4 Duratec		8E		8E		9E
1.4 Duratec Automatic Transmission		8E		8E		9E
1.6 Duratec Ti-VCT					14E	14E
1.4 Duratorq TDCi	6E	8E		8E		8E
1.6 Duratorq TDCi with DPF			11E	12E	12E	12E

Weights and loads

	Kerbweight (kg) [#]	Gross Vehicle Mass (kg)		Max. Towable Mass (braked) (kg)		Max. Towable Mass (unbraked) (kg)
		3-Door	5-Door	12%	8%	
Petrol						
1.25 Duratec	1041	1490	1495	500	900	500
1.4 Duratec	1041	1490	1495	800	900	520
1.4 Duratec, Durashift 4-speed auto	1092	1525	1530	800	900	545
1.6 Duratec Ti-VCT	1045	1500	1500	900	n/a	520
Diesel						
1.4 Duratorq TDCi (70 PS)	1086	1535	1540	750	900	540
1.6 Duratorq TDCi (95 PS)	1100	1550	1555	750	900	550
1.6 Duratorq TDCi (95 PS) Econetic	1100	1540	1545	–	–	–

[#]Represents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted. **Towing limits** quoted represent the maximum towing ability of the vehicle at its Gross Vehicle Mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. **Nose weight limit** is a maximum of 75 kg on all models. **Note** All vehicles are 5-speed manual, unless 4-speed auto stated.

Dimensions

	3-door	5-door
Overall length (mm)	3950	3950
Overall length (mm) Sport version	3953	–
Overall length (mm) Bumper Styling Kit	3958	3958
Overall width with mirrors (mm)	1973	1973
Overall width without mirrors (mm)	1722	1722
Overall width folded mirrors (mm)	1787	1787
Overall height (mm) max	1481	1481
Turning circle – kerb to kerb (m)	10.2	10.2
Luggage capacity (litres)[‡]		
5-seat mode (with tyre repair kit)	295	295
5-seat mode (with steel spare)	281	281
2-seat mode (with tyre repair kit)	979	979
2-seat mode (with steel spare)	965	965
Fuel tank capacity (litres)		
Petrol	42	42
Diesel	40	40

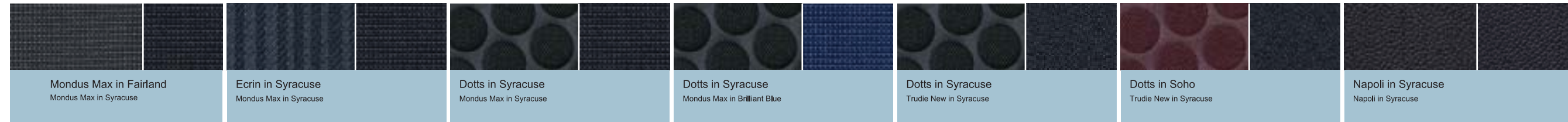
[‡]Measured in accordance with ISO 3832. Dimensions may vary dependent on the model and equipment fitted.

Exterior colours

Solid colours
1 Colorado Red
2 Frozen White

Metallic colours*
3 Midnight Sky
4 Moondust Silver
5 Vision
6 Ink Blue
7 Panther Black
8 Dark Micastone
9 Morello

Special metallic colours*
10 Squeeze
11 Hot Magenta

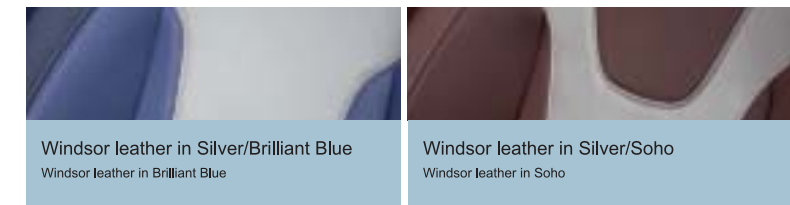


Trim and body colour availability

Model	Studio	Edge / Econetic	Zetec	Zetec S	Individual (Zetec S)	Titanium	Individual (Titanium)							
Seat trim and colour	Mondus Max in Fairland	Ecrin in Syracuse	Dotts in Syracuse	Dotts in Soho	Dotts in Syracuse	Napoli Leather in Syracuse	Dotts in Syracuse	Napoli Leather in Syracuse	Dotts in Soho	Napoli Leather in Syracuse	Dotts in Soho	Napoli Leather in Syracuse	Windsor leather in Silver / Soho	
Seat bolster trim and colour	Mondus Max in Syracuse	Mondus Max in Syracuse	Trudie New in Syracuse	Trudie New in Syracuse	Mondus Max in Syracuse	Napoli Leather in Syracuse with red stitching	Mondus Max in Brilliant Blue	Napoli Leather in Syracuse with blue stitching	Windsor leather in Brilliant Blue	Trudie New in Syracuse	Napoli Leather in Syracuse	Trudie New in Syracuse	Napoli Leather in Syracuse	Windsor leather in Soho
Door trim and colour	Mondus Max in Fairland	Mondus Max in Fairland	Trudie New in Fairland	Trudie New in Soho	Mondus Max in Fairland	Mondus Max in Fairland	Mondus Max in Brilliant Blue	Mondus Max in Brilliant Blue	Windsor in Brilliant Blue	Trudie New in Fairland	Trudie New in Fairland	Trudie New in Soho	Trudie New in Soho	Windsor in Soho
Centre stack bezels / Door handle deco strips	Syracuse Metallic	Ingot	Sterling	Sterling	Ingot	Ingot	Ingot	Ingot	Sterling	Sterling	Sterling	Sterling	Sterling	Sterling
Upper instrument panel / Environment colour	Fairland / Syracuse	Fairland / Syracuse	Fairland / Syracuse	Soho / Syracuse	Fairland / Syracuse	Fairland / Syracuse	Brilliant Blue / Syracuse	Brilliant Blue / Syracuse	Brilliant Blue / Syracuse	Fairland / Syracuse	Fairland / Syracuse	Soho / Syracuse	Soho / Syracuse	Soho / Syracuse
Solid body colours														
Colorado Red	●	●	●	●	●	○	●	○	●	○	○	○	○	○
Frozen White	●	●	●	●	●	○	●	○	●	○	○	○	○	○
Metallic body colours														
Dark Micastone														
Hot Magenta			○	○								○	○	○
Ink Blue		○	○									○	○	
Midnight Sky														
Moondust Silver	○	○	○	○	○	○	○	○		○	○	○	○	
Morello		○	○	○								○	○	
Panther Black	○	○	○	○	○	○						○	○	
Squeeze		○	○									○	○	
Vision	○	○	○		○	○	○	○		○	○	○	○	

● = Standard, ○ = Option, at extra cost.

*At extra cost.





Illustrations, descriptions and specifications. This brochure was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. **Optional equipment.** Throughout this publication, wherever a feature is described as being an 'Option' or 'Optional Fitment/Pack', etc., you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability. **Note.** Some images portrayed are of a pre-production model and/or are computer generated, therefore, the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional. **Note.** This brochure contains both original Ford accessories as well as a range of carefully selected products from our suppliers, which are featured under their own brands. All supplier branded products are subject to warranty terms defined by the relevant suppliers and do not lie within the responsibility of Ford. **Note.** The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. Other trademarks and trade names are those of their respective owners.

The Government fuel figures do not express or imply any guarantee of the fuel consumption of any particular car. The cars themselves have not been tested and there are inevitably differences between individual cars of the same model. In addition, a car may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the car has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.



Allergy-tested interior All materials used in the manufacture of the interior of this vehicle meet the strict requirements of the TÜV TOXPROOF Criteria Catalogue for Vehicle Interiors by the TÜV Produkt und Umwelt GmbH and are designed to minimise the risk of allergic reactions. With doors and windows closed, the interior materials selected – together with the integrated pollen filter – protect the passengers against most allergising particles from the outdoor air. At higher temperatures, the additional use of air conditioning is recommended.



Collect Nectar points at participating Ford Dealers and Authorised Repairers now. So take a look at the latest Ford Service Promotions by visiting the Owner Services section within www.ford.co.uk.



Ford and BP – working together to reduce fuel consumption and emissions.



Published by Ford Motor Company Limited.
Brentwood, Essex, England.
Registered in England No. 235446.
FA 1540/5
BJN 306956. FoE H38E.
PN 071508/0910/130m/GBR en.
September 2010.
© Ford Motor Company Limited.

www.ford.co.uk

