



# 2011 FORD FIESTA



The all-new 2011 Ford Fiesta features a vibrant, expressive design and a global track record that redefines small car expectations for customers in North America.

Available as a four-door sedan or five-door hatchback, the Fiesta offers 15 class-exclusive technologies and features, including highway fuel economy of 40 mpg, besting the Honda Fit, Nissan Versa and the Toyota Yaris and Corolla.

The versatile Fiesta delivers best-in-class safety, convenience and connectivity with segment-exclusive SYNC® voice-activated communications and entertainment technology.

The 2011 color palette includes Yellow Blaze, Red Candy, Lime Squeeze, Bright Magenta, Blue Flame, Monterey Gray, Tuxedo Black, Ingot Silver and Oxford White.

A global vehicle, Fiesta is already a best-seller in Europe and Asia. In addition, 100 Fiesta Movement agents drove more than 1.5 million miles in the U.S., months before the car's launch.



## COMFORT/QUIETNESS

- Keyless entry
- Push button start
- Tilt/telescoping steering wheel
- Automatic climate control
- Standard auxiliary input
- Seven-color ambient accent lighting
- Electric power-assisted steering with pull-drift compensation
- Class-exclusive acoustic laminated windshield
- Extra sound-deadening padding, enhanced door seals, pillar foam baffles and hood blanket to reduce noise



## SAFETY/STANDARD

- More than 50 percent of welded body made from high-strength steels
- Ultra-strong boron steel in A- and B-pillars
- Seven airbags – the most in the segment, including class-exclusive driver's knee airbag
- "Smart" Passenger Occupant Detection System (PODS) to personalize protection deployment
- AdvanceTrac® electronic stability control
- Rear door child safety locks
- Height-adjustable retractable seat belts with pretensioners
- Four-wheel Anti-Lock Brake System (ABS)
- Tire Pressure Monitoring System

## EXCLUSIVE FEATURES

- 1.6-liter Ti-VCT I-4 engine
- Driver's side knee airbag
- Easy Fuel® (capless fuel filler)
- Integrated blind spot mirrors
- 4-inch LCD multifunctional screen
- Acoustic laminated windshield
- Available SYNC voice-activated communications and entertainment system
- Available power heated sideview mirrors with LED signal indicators
- Available LED supplemental parking lamps
- Available PowerShift six-speed automatic transmission
- Available hill start assist
- Available heated front seats
- Available leather-trimmed seats
- Interior fabric inserts include 25 percent recycled material
- Seven available seat material color combinations
- 40 mpg highway



## VITAL STATS

**Powertrain:** 1.6-liter Ti-VCT I-4, 120 hp @ 4,250 rpm, 112 lb.-ft. torque @ 5,000 rpm

**Series:** S, SE, SEL sedan, SES hatchback

**Fuel economy:** 1.6-liter/five-speed manual: 28 mpg city/37 mpg highway; 1.6-liter/six-speed PowerShift automatic: 29 mpg city/40 mpg highway

**Production location:** Cuautitlan Izcalli, Mexico

**MSRP:** Starting at \$13,995