



2012 FORD FIESTA

The Ford Fiesta – all-new for 2011 – continues as the no-compromise small car choice with class-leading fuel economy, distinctive design and strong driving dynamics. Offering class-exclusive technologies and first-to-market features such as hands-free SYNC® with voice-controlled Traffic, Directions and Information and Pandora internet radio app, Fiesta features push-button start, a six-speed PowerShift automatic transmission, and heated and leather-trimmed seats with fashionably contrasting piping. For 2012, runway-inspired interior style packages of boldly contrasting hues add design flair.



NEW AND NOTABLE

- The 2012 Fiesta brings two new interior style packages
- An expanded sport appearance package is now available
- All Fiestas add an integrated blind spot sideview mirror
- A driver's seat armrest is added

EXCLUSIVE KNEE AIRBAG



Fiesta – a small car that is big on safety – features a class-leading array of seven airbags including a class-exclusive driver's knee airbag, Tire Pressure Monitoring System, four-wheel anti-lock brakes and Ford's acclaimed AdvanceTrac® with electronic stability control to help drivers keep the vehicle in control under a wide variety of dynamic driving conditions.

No other car in Fiesta's segment offers as many airbag restraints or Trinity front crash structure. That is why the no-compromise Fiesta was named a Top Safety Pick by the Insurance Institute for Highway Safety.



POWERSHIFT TRANSMISSION AND SFE



The Ford PowerShift transmission – yet another Fiesta class-exclusive – is a dual-clutch, direct-shift six-speed transmission that eliminates the need for a heavy torque convertor. This world-class gearbox provides quick shifts across six optimally spaced gears to provide swift acceleration and low engine speeds while cruising. Reduced internal friction and weight help PowerShift to increase Fiesta fuel economy, too.

For buyers placing top priority on fuel economy, Fiesta SE sedans and hatchbacks can be specified with a Super Fuel Economy (SFE) package combining the PowerShift automatic transmission, a rear spoiler, side air deflectors, underbody shields, lower grille blockers, low-rolling-resistance tires and cruise control.

FUEL ECONOMY



1.6-liter four-cylinder, five-speed manual:
28 mpg city/37 mpg highway

1.6-liter four-cylinder, six-speed PowerShift Automatic: 29 mpg city/38 mpg highway

1.6-liter four-cylinder, six-speed PowerShift Automatic SFE package:
29 mpg city/40 mpg highway

Did you know? The Fiesta 1.6-liter four-cylinder engine features twin independent variable camshaft timing (Ti-VCT) to enhance responsiveness, increase fuel economy and reduce part-throttle emissions

VITAL STATS

Engine: 1.6-liter four-cylinder, 120 hp @ 6,350 rpm, 112 lb.-ft. torque @ 5,000 rpm

Transmissions: Five-speed manual, six-speed PowerShift Automatic

Series: S, SE, SEL sedan, SES hatchback

Production location: Cuautitlan Assembly Plant, Cuautitlan, Mexico

MSRP: Starting at \$13,995

SAFETY/STANDARD



- AdvanceTrac® with ESC (electronic stability control)
- Dual-stage first-row airbags
- Driver knee airbag
- Side-impact airbags
- Side-curtain airbags
- Four-wheel anti-lock braking system
- LATCH (Lower Anchors and Tethers for Children) system for outboard second-row positions, for safely securing child safety seats
- Tire Pressure Monitoring System
- Child-safety rear locks
- Anti-theft engine immobilizer

For more information on the 2012 Ford Fiesta and other Ford Motor Company products and news, go to media.ford.com