

THE ALL NEW FORD FIESTA
**RUNS PURELY
ON TECHNOLOGY**



Experience Ford Fiesta Powershift Automatic in Augmented Reality!
Scan the car above.

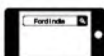
*Only for Android and iPhone users

1



Get the Layar app.
Layar.com/download

2



Search for "Ford India" and press launch.

3



Hold your phone over the car above to experience the features.



Go Further

india.ford.com/allnewfiesta

THE GLOBAL FORD FIESTA



The All New Ford Fiesta arrives in India with a longstanding reputation, built on an amazing track record of 72 Auto award wins internationally and over 1.35 million sales worldwide. The Ford Fiesta is now available both in Manual and Automatic transmissions. With technological advancements such as 6-speed Dual Clutch Powershift, First-in-class ESP, First-in-class Voice Control, All New Powertrain, Unique Interior Configuration & Optimized Water Wading Performance, the All New Ford Fiesta is the ideal drive for the Indian roads.

The features in The All New Ford Fiesta include:

- Game changing **6-speed, Dual Clutch Powershift Automatic**
- **India's most fuel efficient Automatic Sedan*** (16.97 kmpl) with class leading fuel economy in Manual Transmission as well (16.86 km/litre petrol and 23.5 km/litre diesel)
- **Zero Maintenance Transmission[#]**
- **First-in-class Electronic Stability Program (ESP)**
- **First-in-class Hill Launch Assist and Grade Assist** that help you go up and down with much more ease
- **First-in-class Voice Control Technology** offers hands-free control over your mobile phone, radio, CD, USB, iPod® and Climate Control
- **First-in-class Electronic Cruise Control** lets you to set and maintain speed while driving on highways
- **Electric Power Assisted Steering (EPAS)** with Pull Drift Compensation Technology (PDC) adapts to changing road conditions
- **Best-in-class Noise, Vibration and Harshness (NVH) provisions** creates a cabin that cuts out unnecessary sound

*Amongst petrol automatic sedans above 4 m length. Fuel economy 16.97 kmpl as per ARAI.

[#]Powershift transmission unit does not require maintenance for 10 years/2,40,000 kms as per validation tests.

SMOOTHEST TRANSITIONS

With the First-in-class Dual Clutch Powershift Technology of the All New Ford Fiesta, get a manual-like drive experience. The Dual Clutch System keeps alternate gears activated and ready to be released making your drive the smoothest in Automatic transmission. And thanks to the absence of "power sapping" hydraulics you now get outstanding fuel economy.



Switch your car to the "L" mode and see how intelligently the car automatically shifts to the lower gear to deliver more 'torque' for your drive.

Available in Automatic Transmission



The New Ford Fiesta's Powershift transmission unit uses a unique design, and is sealed with low-friction gear lubricant making it practically maintenance-free (not even a gear oil change). This transmission requires absolutely no maintenance, allowing you to drive approx. 2,40,000 kms / 10 years before you plan a maintenance visit to the workshop. How's that for low maintenance?

Available in Automatic Transmission

EVERLASTING DRIVE



ECONOMICAL KILOMETERS

India's Most Fuel Efficient Automatic Sedan*, the All New Ford Fiesta 6-speed Powershift combines the convenience of an Automatic with the fuel efficiency of Manual.

The responsive 1.5l TiVCT petrol and the ultra refined 1.5l TDCi diesel engines deliver class leading fuel efficiency and a sophisticated drive.



Petrol
16.97*
Kmpl

Automatic Transmission

Petrol
16.86*
Kmpl

Manual Transmission

Diesel
23.5*
Kmpl

*Amongst petrol automatic sedans above 4 m length. *As per ARAI.

UNWAVERING STABILITY



ULTRA HI-STRENGTH STEEL BODY

The All New Ford Fiesta's stylish body is reinforced with **Boron Steel** that is four times stronger and yet incredibly lighter. Safety is further reinforced by driver and passenger airbags. The standard **Anti-lock Braking System with Electronic Brakeforce Distribution (ABS with EBD)** gives you complete control, even upon sudden braking or unexpected swerving.

Also, the Electronic Stability Program (ESP) in the Fiesta Automatic helps monitor the vehicle's "motion data". This further helps stabilize the car by preventing undesirable breakaway and skidding. All this together ensures you feel safer every moment of your drive.

ESP

Go up and down with much more control in the All New Ford Fiesta 6-speed Powershift Automatic.

The Hill Launch Assist and Grade Assist functions integrate the brake control and transmission to provide improved drivability. With the Hill Launch Assist, as you go uphill the system holds the vehicle steady for 2.5 seconds permitting you to move your foot from the brake to the accelerator. Similarly, with the Ford Grade Assist feature, the car is held steady as you go downhill allowing you to move your foot between the accelerator and brake.

Available in Automatic Transmission



EASY SLOPES

QUIET SOPHISTICATION

Expressive design meets premium finish in a mobile phone inspired center console design. The multi-function display gives you the information you want, where you need it.

With best-in-class in-cabin noise, the hustle and bustle of the outside world remains where it should. Outside.

To reduce the chances of damage from passers-by, the outside mirrors automatically fold inward once you've parked your car, keeping your car looking good, always!

Available in both Manual and Automatic Transmission



Live a connected life with the All New Ford Fiesta. The **Bluetooth®** and first-in-class **Voice Control** features ensure friends are always within reach and business decisions just a touch away.

In case you want to change the song, just say it. Play your favourite iPod® playlists, CD tracks, change radio stations or control air conditioning. Speak your mind and it's done.

Available in both Manual and Automatic Transmission



COMFORTABLE CONNECTIONS



3.5 INCH HI-RESOLUTION
LCD DISPLAY



VOICE CONTROL



USB / AUX-IN CONNECTIVITY





Fiesta

ADDICTIVE DRIVING

Born with Ford DNA, the Winner of the Bloomberg UTV Autocar Awards 2012, Best Driver's Car Award, the New Ford Fiesta, has enhanced curves, distinctive grills and a sporty rear that will get you all the attention. With a **1.5l TiVCT petrol** and the ultra refined **1.5l TDCi diesel** engine, the New Ford Fiesta delivers class leading fuel efficiency and combines it with a sophisticated drive. Also, the **first-in-class Electric Power Assisted Steering (EPAS) with Pull Drift Compensation Technology** is designed to reduce effort while driving by measuring steering input and adapting to changing road conditions.



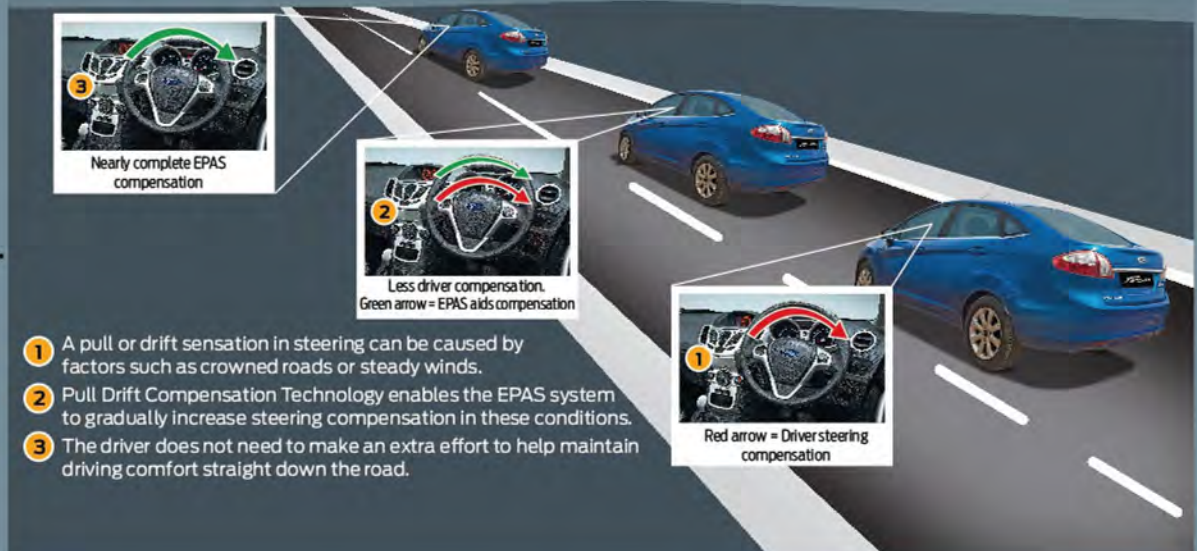
Available in both Manual and Automatic Transmission



1.5l TiVCT AND 1.5l TDCi ENGINE



CRUISE CONTROL



PULL DRIFT COMPENSATION TECHNOLOGY



LEATHER STEERING WHEEL - PLUM RED (AUDIO CONTROLS)



LEATHER GEAR KNOB



ARM REST WITH STOWAGE



LEATHER VINYL SEAT COVERS

Interior personalisation pack available in Plum Red and Oceanic Blue.

PERSONALISE YOUR ALL NEW FORD FIESTA



SIDE GRAPHICS



SPORTY AIRDAM



SPORTY PEDALS



ILLUMINATED GEAR KNOB



BABY SEAT



FRONT FOGLAMP KIT



ILLUMINATED DOOR SCUFF PLATES



PREMIUM SLIMLINE WEATHERSHIELD

ALSO AVAILABLE

- Trunk Mat • Carpet Floor Mat • Rubber Floor Mat • Bug Deflector
- 15" Alloy Wheels • Car Cover • Map My India GPS System • Emergency Lamp

Technical Specifications

DIMENSIONS AND WEIGHT		1.5P Ambiente	1.5P Titanium+	1.5P Style AT	1.5P Titanium+ AT	1.5D Style	1.5D Titanium+
Length	(mm)	4291					
Width	(mm)	1722					
Height	(mm)	1496					
Wheel Base	(mm)	2489					
Front Track	(mm)	1473					
Rear Track	(mm)	1460					
Turning Radius	(Mtrs)	5.2					
Seating Capacity		5					
Boot Space	(Ltrs)	430					
Fuel Tank Capacity	(Ltrs)	43					

ENGINE	1.5 TiVCT	1.5 TDCI
Type	4 Cylinder In-line 16V DOHC	4 Cylinder In-line 8V SOHC
Construction	All-Aluminium Alloy	
System	Ti-VCT	TDCI
Displacement (CC)	1499	1498
Max. Power Output in Kw(ps)/rpm	81 (109) / 6045	67 (90) / 3750
Max. Torque in Nm / rpm	140/4500	204/2000-2750
Transmission	5-Speed Manual Transmission	6-Speed Automatic Dual Clutch

SUSPENSION	1.5 TiVCT	1.5 TDCI
Front	Independent McPherson strut with coil spring & anti-roll bar	
Rear	Semi-independent twist beam with twin shock absorbers filled with gas & oil	

BRAKES	1.5 TiVCT	1.5 TDCI
Front	Ventilated Discs	
Rear	Self Adjusting Drums	

WHEELS & TYRES		1.5P Ambiente	1.5P Titanium+	1.5P Style AT	1.5P Titanium+ AT	1.5D Style	1.5D Titanium+
Tyres		195/60 R15 (Tubeless)					
Wheels in mm	(inch)	381 (15") Steel	381 (15") Alloy	381 (15") Steel	381 (15") Alloy	381 (15") Steel	381 (15") Alloy

 1.5 TiVCT Petrol  1.5 TDCI Diesel

Features

EXTERIOR	Ambiente	Style	Titanium+
Foxy Eyes Headlamps	Twin Chamber Bright Reflector Headlamps		
Front Bumpers	Body Color		
Radiator Grille Surround	Black	Black	Chrome
Rear Applique	Body Color	Black	Chrome
Body Color Door Handles & Side View Mirror	Black	✓	✓
B-Pillar Applique	✓	✓	✓
Full Wheel Covers	✓	✓	-
Tinted Glass	✓	✓	✓
Fog Lamps	-	✓	✓

INTERIOR	Ambiente	Style	Titanium+
Park Brake Release Knob	Chrome		
Environment	Two Tone (Fairland & Syracuse) Interior Environment		
Instrument Cluster Bezel Finish	Moulded Black	Moulded Black	Metallic Finish 'Sterling'
Gear Knob Insert Finish	Moulded Black	Moulded Black	Metallic Finish 'Sterling'
Inside Door Pull Handles & AC Vents Surround Finish	Metallic Painted 'Antares'	Metallic Painted 'Sterling'	Metallic Painted 'Antares'
Upholstery	Flat Woven Mondus Max Fabric	Flat Woven Mondus Max Fabric	Woven Emboss MondusMax Fabric Leather Seat (Automatic only)
Centre Console Finish	Metallic Painted 'Antares'	Metallic painted 'Antares'	Bright Metallic finish 'Sterling'
Leather Wrapped Steering Wheel	-	✓	✓

STORAGE	Ambiente	Style	Titanium+
Centre Console Coin Holders	✓	✓	✓
Floor Console Cup Holders	✓	✓	✓
Front & Rear Door Trims with Cup & Magazine Holder	✓	✓	✓
Rear Centre Arm Rest	✓	✓	✓

COMFORT & CONVENIENCE	Ambiente	Style	Titanium+
Steering	EPAS with Pull Drift Compensation Technology		
HVAC	Manual	Auto A/C	Auto A/C with Voice Controls
Tilt Adjust Steering	✓	✓	✓
Front & Rear Power Windows with One Touch Driverside	✓	✓	✓
Intelligent Rear Defogger / Demister	✓	✓	✓
Guide Me Home Headlamps	✓	✓	✓
Adjustable Rear Head Rests	✓	✓	✓
100% Foldable Rear Seats	✓	✓	✓
Cigar Lighter / 12V Power Source	✓	✓	✓
Height Adjustable Seat Belts	✓	✓	✓
Height Adjust Drivers Seat	✓	✓	✓
Battery Saver	✓	✓	✓
Electric Boot Release	✓	✓	✓
Electrically Adjustable Outside Rear View Mirror	✓	✓	✓
Cruise Control	-	✓	✓
Footwell Lamp	-	✓	✓
ORVM Electrically Foldable	-	-	✓
Digital Clock	-	-	✓
Distance to Empty	-	-	✓
Fuel Computer	-	-	✓
Reverse Parking Sensors	-	-	✓

Specification and features are subject to change without notice.

Features

INSTRUMENTATION	Ambiente	Style	Titanium+
Digital Tripmeter	✓	✓	✓
Tachometer	✓	✓	✓
Low Fuel Warning	✓	✓	✓
Driver Seat Belt Warning	✓	✓	✓
Headlamp On Warning	✓	✓	✓
IN CAR ENTERTAINMENT	Ambiente	Style	Titanium+
Aux-In & USB	-	Aux-In only	✓
Audio Controls on Steering Wheel	-	✓	✓
Audio (CD/MP3/AM/FM) with 6 Speakers	-	✓	✓
Bluetooth	-	-	✓
Voice Control	-	-	✓
SAFETY AND SECURITY	Ambiente	Style	Titanium+
Driver & Passenger Airbag	Driver Side Only	✓	✓
ABS with EBD	✓	✓	✓
Central Locking	✓	✓	✓
Energy Absorbing Bumpers & Crumple Zones	✓	✓	✓
Door Reinforcements	✓	✓	✓
Remote Programmable Key Entry with Greeting Lamps	✓	✓	✓
Child Lock	✓	✓	✓
Engine Immobilizer	✓	✓	✓
ESP (Automatic Only)	-	✓	✓

REWARDING OWNERSHIP

Ford India offers a 2-years / 1,00,000 km warranty on the All New Ford Fiesta for complete peace-of-mind. Extensive research, superior build and global engineering ensure low cost of maintenance for the All New Ford Fiesta without compromising on a state-of-the-art global finish.



Toll-free: 1800 102 2020
Alternate No. 0124-4042020

24X7 ROADSIDE ASSISTANCE

When you're out on the road, the last thing you would want is to be stuck with a flat tyre, an empty gas tank or a dry battery. But worry no more as the Ford Roadside Assistance is just a phone call away, 24 hours a day, 7 days a week.

Benefits of Roadside Assistance

- Flat Tyre Replacement
- Lost/Locked Key Assistance
- Battery Assistance
- Fuel Delivery
- Towing Assistance
- Round-the-clock Service
- Taxi Assistance

SHADES & HUES





Go Further

CUSTOMER
CARE



1800-425-2500

TOLL FREE FOR BSNL / MTNL SUBSCRIBERS

SMS

NEWFIESTA to 56263*

for test drives

Dealer Stamp:

*Terms & conditions apply. Intelligent steering refers to Electronic Power Assist Steering with Pull Drift Compensation Technology. Accessories shown may not be part of standard equipment. Specifications and features are subject to change without notice. Colours are indicative only and may vary due to printing constraints. Please check with your nearest Authorised Ford Dealer. Bluetooth® is a registered trademark of Bluetooth SIG Inc., and is used under licence. Connection cable sold separately. Printed for Ford India Private Limited - March 2012. *Premium SMS rates applicable.