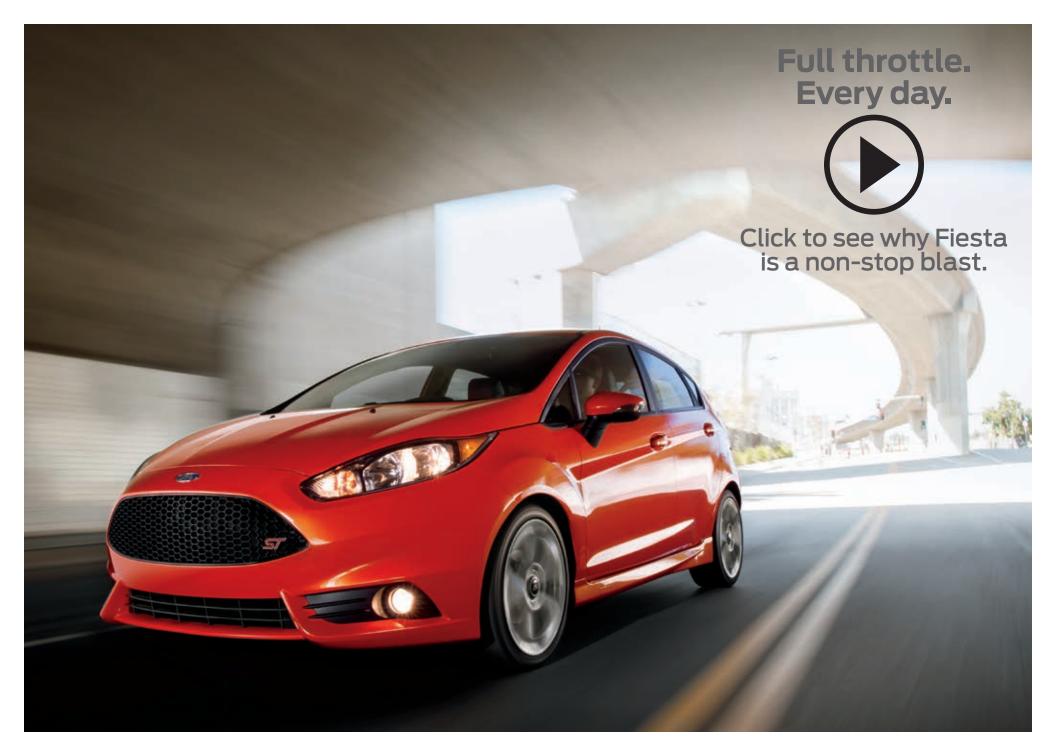
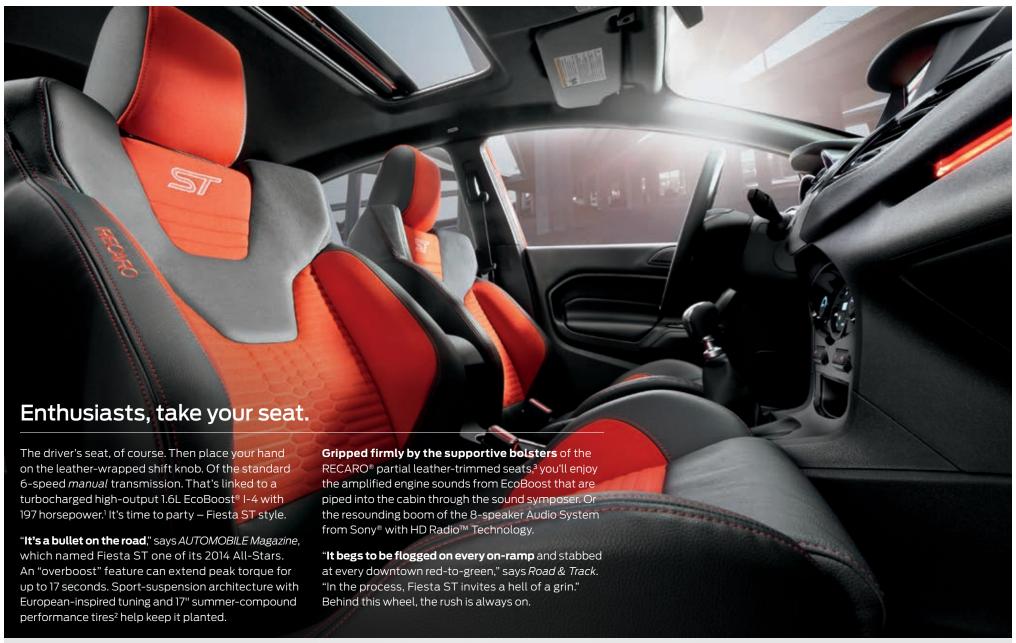


FIESTA+ST



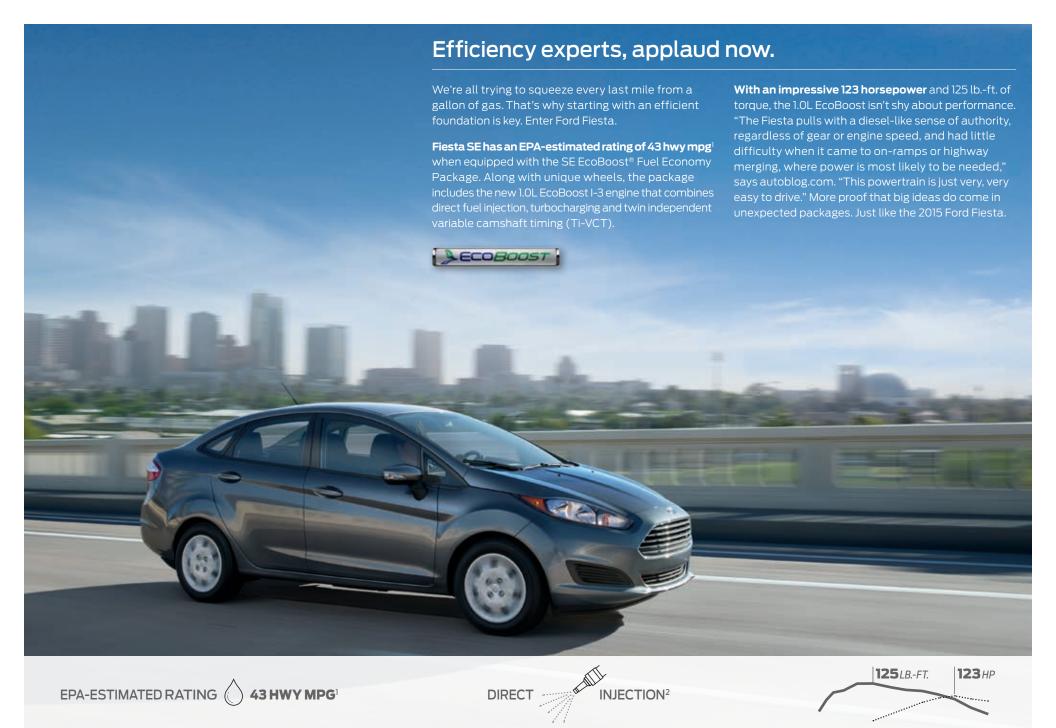
















Tour the Fiesta gallery





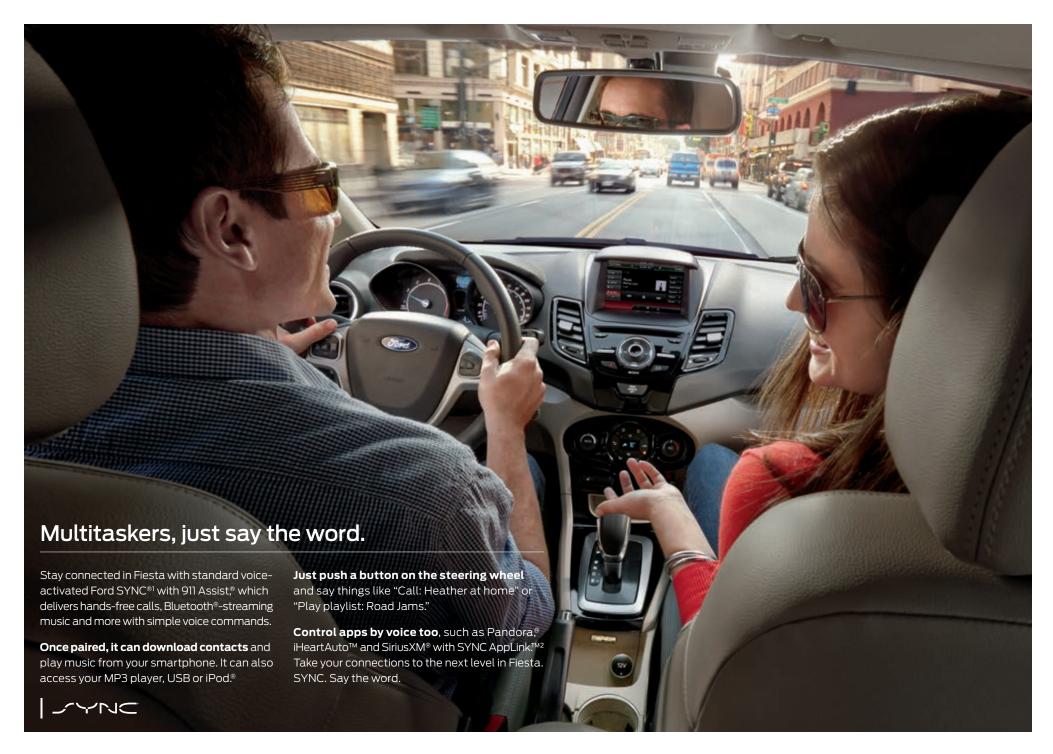


Drivers, keep smiling.

In Fiesta, every drive can bring a grin. Dart in and out of traffic. Stick it in the corners. And draw admiring glances along the way.

To help Fiesta stay sure-footed in the corners, standard Torque Vectoring Control applies slight braking force (as needed) to the inside front wheel to help more torque reach the road and keep Fiesta firmly planted.

For that extra-connected feel, the PowerShift 6-speed automatic transmission¹ helps provide torque to the front wheels 100% of the time during shifts. Electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. Specially tuned shocks and spring rates balance responsive handling with the need for a smooth ride. Choose your favorite 15" or 16" wheels.¹ Then go.







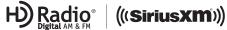


Innovators, have fun.

SYNC®1 with MyFord Touch®1 makes it easy. Colorful graphics, fast touch-screen responses and simple controls give you voice and touch mastery of your phone, entertainment, and navigation.²

Answer a call from your paired phone by pressing accept on the 6.5" color LCD touch screen. Incoming text? Have the system read it aloud for you. Hear a new favorite tune over the radio? With HD Radio Technology and iTunes tagging, simply touch the TAG shopping cart icon when the song is playing to mark it for purchase later.

SiriusXM®2 lets you enjoy commercial-free music, plus sports, news, entertainment, and every premium channel with your 6-month All Access trial subscription.³ The voice-activated Navigation System² also includes a 5-year subscription to SiriusXM Traffic and Travel Link® services. These features provide detailed traffic information on accidents, construction and road closures, plus local and national weather forecasts, fuel prices and more.

















Safety, for all.

Layer for protection. It's good advice that still applies today. Underneath the aerodynamic shape of the 2015 Fiesta, there are many protective layers.

Learn more about safety



Strength surrounds you in the form of a rigid safety cage. Highstrength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to help divert crash forces away from occupants. Next, 7 standard airbags include: driver and front-passenger front; driver's knee; front-seat side; and side curtains.

Underpinning it all, AdvanceTrac® electronic stability control automatically helps avoid skidding and fishtailing, helping keep all 4 wheels firmly planted.¹















Believers, make it your own.

You've seen how much Fiesta has to offer. Now here's how you can make it your own.

Let sun and breeze stream in through the power moonroof.¹ See what's behind your vehicle as you slowly back up, thanks to a convenient rear view camera.^{1,2} Even heat your front seats¹ (in cloth or leather).

Choose your color with ambient lighting! With MyKey,^{®1} set speed and volume controls for when others are driving your Fiesta.

Never leave your gas cap behind with the Easy Fuel® capless fuel filler. You don't need one. With its long list of standard and available features, your 2015 Fiesta can be just the way you want it.

Fiesta Specifications



Exterior

Length

Wheelbase

Engines/EPA-Estimated Ratings & Dimensions

1.	6	Т	i-\	C.	Πŀ	-4

120 hp @ 6,350 rpm 112 lb.-ft. of torque @ 5,000 rpm

5-speed manual 28 city/36 hwy/31 combined mpg PowerShift 6-speed automatic 27 city/37 hwy/31 combined mpg

1.0L EcoBoost® I-3

123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 2,500 rpm

SE EcoBoost Fuel Economy Package with 5-speed manual 31 city/43 hwy/36 combined mpg

1.6L EcoBoost I-4

197 hp @ 6,000 rpm¹ 202 lb.-ft. of torque @ 4,200 rpm¹

6-speed manual 26 city/35 hwy/29 combined mpg

LCHEUI	1/3.3 / 133.1 / 100.1
Height	58.1"/58.1"/57.2"
Width – Mirrors folded	71.6"
Width – Including mirrors	77.8"
Interior	
Head room – Front	39.1"
Head room – Rear	37.1"/37.2"/37.2"
Shoulder room – Front	52.7"
Shoulder room – Rear	49.0"
Hip room – Front	50.6"
Hip room – Rear	49.2"
Leg room – Front	43.6"
Leg room – Rear	31.2"
Capacities (cu. ft.)	
Passenger volume	85.1
Luggage capacity (sedan)	12.8

Cargo volume behind front seats

Cargo volume behind rear seats

(hatchback/ST)

(hatchback/ST)

Fuel tank (gal.)

Sedan/Hatchback/ST

98.0"

173.5"/159.7"/160.1"

25.4

14.9/10.1

12.4

Standard Features

Mechanical

Anti-Lock Brake System (ABS)

Easy Fuel® capless fuel filler

Electric power-assisted steering (EPAS)

Front-wheel drive (FWD)

Suspension – Front: independent MacPherson strut

Suspension – Rear: non-independent twist-beam

Seating

6-way manual driver's seat

4-way manual front-passenger seat

60/40 split-fold rear seat

Interior

12-volt front powerpoint

Air conditioning

Bottle/cupholders (5 front, 1 rear)

Driveaway auto door locks

Front carpeted floor mats

Front doors with map pocket and cupholder

Front-passenger seat back map pocket

Power door locks

Rear climate vents

Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass

Body-color door handles

Quad-beam halogen headlamps

Rear-window defroster

Rear-window wiper with washer (hatchback)

Windshield wipers - Intermittent

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

AdvanceTrac® electronic stability control and hill start assist

Belt-Minder® front safety belt reminder

Child-safety rear door locks

Driver's knee airbag²

Front-seat side airbags²

SecuriLock® Passive Anti-Theft System

Side-curtain airbags²

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)









SE Sedan. Tuxedo Black. Available equipment. SE Hatchback. Ruby Red Tinted Clearcoat Metallic. SE Appearance Package. Available equipment.

SE. Medium Light Stone cloth seats with Medium Light Stone inserts.

Steering wheel-mounted audio and SYNC controls.

SYNC voice-activated, in-vehicle connectivity system.

S Sedan/Hatchback

Equipment Group 100A

Includes all standard features, plus:

Mechanical

1.6LTi-VCT I-4 engine

5-speed manual transmission

Compact spare

Power front disc/rear drum brakes

Torque Vectoring Control

Seating

Adjustable front and rear head restraints Cloth seats

Interior

3-spoke steering wheel

AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts

Auxiliary audio input iack

Day/night rearview mirror

Driver and front-passenger sun visors with vanity mirrors

Ford SYNC® voice-activated, in-vehicle connectivity system with USB port and SYNC Services¹ for Traffic, Directions and Information

Manual windows

Multifunctional digital display in center stack

Exterior

15" steel wheels with silver-painted covers and P185/60R15 all-season tires

Body-color, power sideview mirrors with integrated blind spot mirrors

Carbon Black grille with chrome bars and surround Liftgate spoiler (hatchback)

Available Options & Packages

Audio upgrade by KICKER® (sedan only)

Cargo Management Package includes cargo net and foldable soft cargo organizer

Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

Fiesta Lower Door Stripe Graphic Package

Kevless entry kevpad

PowerShift 6-speed automatic transmission with SelectShift® capability

Remote Start System (requires PowerShift 6-speed automatic transmission)

Smoker's Package

SE Sedan/Hatchback

Equipment Group 200A *Includes select S features, plus:*

Seating

Unique cloth seats and door-trim inserts

Interior

12-volt rear powerpoint

Ambient lighting

Chrome door handles

Cruise control

Full center console with armrest

Leather-wrapped steering wheel

Message center with trip computer

MyKey®

Overhead console

Power windows with one-touch-up/-down driver's side window feature

Rear dome light

Steering wheel-mounted audio controls

Exterior

15" Sparkle Silver-painted aluminum wheels

Automatic headlamps

Perimeter alarm

Power sideview mirrors with integrated blind spot mirrors and turn signal indicators

Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

Available Equipment Group

Equipment Group 201A – SE Appearance

Package includes MyFord Touch® with 6.5" color LCD touch screen in center stack, and media hub with 2 USB ports, 5D card reader and audio input jack; SiriusXM® Satellite Radio; unique Sport cloth seats with contrast stitching; driver's seat manual lumbar; leather-wrapped shift knob (manual only); 16" 8-spoke Sparkle Silver aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel

Available Options & Packages

16" 8-spoke Black machined aluminum wheels

Audio upgrade by KICKER (sedan only)

Cargo Management Package includes cargo net and foldable soft cargo organizer

Comfort Package includes electronic automatic temperature control, heated front seats, and heated sideview mirrors

Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only: n/a with full body-styling kit)

Fiesta Lower Door Stripe Graphic Package

Full body-styling kit includes unique body-color front fascia with black airfoil, body-color rear lower valance with unique black diffuser, body-colorpainted side rocker moldings, and front fog lamps (hatchback only)

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission with SelectShift capability

Remote Start System (requires PowerShift 6-speed automatic transmission)

SE EcoBoost® Fuel Economy Package includes
1.0L EcoBoost I-3 engine, 15" steel wheels with silverpainted covers, and rear decklid spoiler on sedan
(requires 5-speed manual transmission and 200A)

Smoker's Package includes cigarette lighter and ash cup

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)



15" Steel with Silver-Painted Covers Standard: S Included: SE EcoBoost Fuel Economy Package



15" Sparkle Silver-Painted Aluminum Standard: SE



16" 8-Spoke Sparkle Silver Aluminum Included: SE Appearance Package



16" 8-Spoke Black Machined Aluminum Optional: SE and SE Appearance Package

Titanium Sedan/Hatchback

Equipment Group 300A *Includes select SE features, plus:*

Seating

Adjustable lumbar support for driver's seat

Heated front seats

Leather-trimmed seats

Upgraded door-trim inserts

Interior

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Auto-dimming rearview mirror

Chrome shifter bezel (automatic)

Electronic automatic temperature control

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped shift knob (manual)

Rear view camera

SiriusXM® Satellite Radio with 6-month trial subscription

SYNC® with MyFord Touch® with 6.5" color LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio input jack

Exterior

16" premium Sparkle Nickel-painted aluminum wheels with P195/50R16 all-season tires

Chrome beltline and rear decklid moldings

Chrome headlamp bezels

Fog lamps with chrome surrounds

Heated sideview mirrors

 $\underline{\hbox{Piano Black-painted lower grille with chrome surround}}$

Reverse Sensing System

Available Options & Packages

Audio upgrade by KICKER® (sedan only)

Cargo Management Package includes cargo net and foldable soft cargo organizer

Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

Fiesta Lower Door Stripe Graphic Package

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Power moonroof

PowerShift 6-speed automatic transmission with SelectShift® capability

Remote Start System (requires PowerShift 6-speed automatic transmission)

Smoker's Package includes cigarette lighter and ash cup

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription









Sedan. Magnetic. Hatchback. Blue Candy Tinted Clearcoat Metallic. Available equipment.

 ${\it Electronic automatic temperature control.}$

Audio System from Sony with 8 speakers and HD Radio Technology.

Heated sideview mirrors.



16" Premium Sparkle Nickel-Painted Aluminum Standard

ST Hatchback

Equipment Group 400A Includes select SE features, plus:

Mechanical

1.6L EcoBoost® I-4 engine

6-speed manual transmission

3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)

Full-size spare wheel and tire (15" x 6")

Power front and rear disc brakes with performance low-metallic compound brake pads

Unique ST sport suspension

Seating

Cloth sport seats with ST logo

Interior

Aluminum sport pedal covers

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Carpeted front and rear floor mats

Electronic automatic temperature control

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped shift knob with metallic insert

SiriusXM® Satellite Radio with 6-month trial subscription

Sound symposer

"ST" branded front floor mats

SYNC® with MyFord Touch® with 6.5" color LCD touch screen in center stack; and media hub with 2 USB ports. SD card reader and audio input jack

Unique front door-sill scuff plates with ST logo Unique perforated leather-wrapped steering wheel with ST badge

Exterior

17" Sparkle Silver-painted aluminum wheels with summer-compound performance tires¹

Black headlamp bezels

Fog lamps

Modified front fascia with chin spoiler

Rear diffuser

Side rocker moldings

Twin chrome exhaust tips

Unique high-mounted rear spoiler

Available Options & Packages

17" Rado Gray premium painted aluminum wheels with red-painted brake calipers

Cargo Management Package includes cargo net and foldable soft cargo organizer

Over-the-top stripes

Power moonroof

Smoker's Package includes cigarette lighter and ash cup

ST Protection Package includes cargo area protector with ST logo, all-weather floor mats with ST logo, and full vehicle cover with ST logo

ST RECARO Package includes RECARO® partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors

Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription









Perforated leather-wrapped steering wheel with ST badge. Front door-sill scuff plates with ST logo.

6-speed manual transmission shift knob.



17" Sparkle Silver-Painted Aluminum Standard



17" Rado Gray Premium Painted Aluminum with Red Brake Calipers Optional





Exteriors



Ingot Silver

Race Red

Oxford White





Molten Orange Tri-coat Metallic

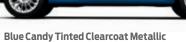




Ruby Red Tinted Clearcoat Metallic



Green Envy Tri-coat Metallic





Performance Blue





Magnetic

Tuxedo Black

Interiors



1 Charcoal Black Cloth with Sterling Stone Accents



2 Medium Light Stone Cloth









4 Charcoal Black Sport Cloth with Silver Stitching







5 Charcoal Black Sport Cloth with Red Stitching

6 Charcoal Black Cloth







7 Medium Light Stone Leather

8 Charcoal Black Leather







Bring these colors to life

10 Charcoal Black Leather with Molten Orange Cloth Accents

Interiors

Exteriors	S		SE			Titanium		ST
Oxford White	1	2	3	4	5	7 8	6	9 10
Ingot Silver	1	2	3	4	5	7 8	6	9 10
Molten Orange Tri-coat Metallic ¹							6	9 10
Race Red		2	3	4	5	7 8	6	9
Ruby Red Tinted Clearcoat Metallic ¹		2	3	4	5	7 8		
Green Envy Tri-coat Metallic ¹		2	3	4	5	7 8	6	9
Blue Candy Tinted Clearcoat Metallic ¹		2	3	4	5	7 8		
Performance Blue				4	5	7 8	6	9
Magnetic		2	3	4	5	7 8		
Tuxedo Black	1	2	3	4	5	7 8	6	9 10

4, 5 SE Appearance Package 9, 10 ST RECARO® Package











SE Hatchback in Oxford White customized with side window deflectors, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black machined aluminum wheels¹

Rear roof spoiler

All-weather floor mats

Remote start systems

Cargo area protector

Exterior

Bodyside graphics
Custom graphics and trim kits²
Fog lamp bezels
Full vehicle covers²
Racks and carriers²
Rear bumper protector
Rear spoilers
Splash guards
ST full vehicle cover
ST over-the-top stripes

Interior

Ash cup/coin holders
Cargo organizers and protectors
Carpeted floor mats
Door sill plates
Gear indicator shift knob^{2,3}
Gear shift knobs³
Interior light kit
ST all-weather floor mats
ST cargo area protector
ST door sill plates

Electronics

Audio upgrade by KICKER® Bumper-mounted warning sensor systems² Keyless entry keypad Portable DVD rear-seat entertainment systems² Vehicle Security System

Wheels

16" 8-spoke Sparkle Silver¹ 16" polished¹ Wheel lock kits See other accessories





Learn more about your Fiesta



2 0 1 5 FIESTA+ST



Go Further

ford.com

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 Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you peace-of-mind protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

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