Full throttle. 
Every day.

Click to see why Fiesta is a non-stop blast.
Enthusiasts, take your seat.

The driver’s seat, of course. Then place your hand on the leather-wrapped shift knob. Of the standard 6-speed manual transmission. That’s linked to a turbocharged high-output 1.6L EcoBoost® I-4 with 197 horsepower. It’s time to party – Fiesta ST style.

“IT'S A BULLET ON THE ROAD,” says AUTOMOBILE Magazine, which named Fiesta ST one of its 2014 All-Stars. An “overboost” feature can extend peak torque for up to 17 seconds. Sport-suspension architecture with European-inspired tuning and 17” summer-compound performance tires help keep it planted.

Gripped firmly by the supportive bolsters of the RECARO® partial leather-trimmed seats, you’ll enjoy the amplified engine sounds from EcoBoost that are piped into the cabin through the sound symposer. Or the resounding boom of the 8-speaker Audio System from Sony® with HD Radio™ Technology.

“IT BEGS TO BE FLOGGED ON EVERY ON-RAMP and stabbed at every downtown red-to-green,” says Road & Track. “In the process, Fiesta ST invites a hell of a grin.” Behind this wheel, the rush is always on.

1-4 CLASS-BEST®

197 HP

202 Lb.-ft.

TURBOCHARGED WITH OVERBOOST

ST, ST RECARO Package. Available equipment.

Information Provided by:

1Using 93-octane fuel. 2Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. 3Available feature. 4Horsepower and torque. Class is High Performance Subcompact Manual Cars.
Efficiency experts, applaud now.

We’re all trying to squeeze every last mile from a gallon of gas. That’s why starting with an efficient foundation is key. Enter Ford Fiesta.

**Fiesta SE has an EPA-estimated rating of 43 hwy mpg**

when equipped with the SE EcoBoost® Fuel Economy Package. Along with unique wheels, the package includes the new 1.0L EcoBoost I-3 engine that combines direct fuel injection, turbocharging and twin independent variable camshaft timing (Ti-VCT).

With an impressive **123 horsepower** and 125 lb.-ft. of torque, the 1.0L EcoBoost isn’t shy about performance. “The Fiesta pulls with a diesel-like sense of authority, regardless of gear or engine speed, and had little difficulty when it came to on-ramps or highway merging, where power is most likely to be needed,” says autoblog.com. “This powertrain is just very, very easy to drive.” More proof that big ideas do come in unexpected packages. Just like the 2015 Ford Fiesta.

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*EPA-estimated rating: 31 city/43 hwy/36 combined mpg, 1.0L EcoBoost I-3. Actual mileage will vary.¹ Available feature.
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.

**Drivers, keep smiling.**

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 transmission\(^1\) 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.

\(^1\)Available feature.
Multitaskers, just say the word.

Stay connected in Fiesta with standard voice-activated Ford SYNC® with 911 Assist® which delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands.

Just push a button on the steering wheel and say things like “Call: Heather at home” or “Play playlist: Road Jams.”

Control apps by voice too, such as Pandora®, iHeartAuto™ and SiriusXM® with SYNC AppLink™. Take your connections to the next level in Fiesta. SYNC. Say the word.


1 Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Not all features are compatible with all phones.

2 SYNC AppLink is available on select models and compatible with select smartphone platforms. AppLink is not compatible with MyFord Touch. Commands may vary by phone and AppLink software.
Innovators, have fun.

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

**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®** lets you enjoy commercial-free music, plus sports, news, entertainment, and every premium channel with your 6-month All Access trial subscription. The voice-activated Navigation System 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.

Visitors, stay awhile.

Pull up in Fiesta and people will notice. They'll be even more impressed when they climb in.

**Enter and start Fiesta — without using a key.** With its Intelligent Access key fob in your pocket, just touch the door handle and you're in. Then, press the brake pedal and push the start button. Keep your paired smartphone close (and charging) in the full center console with padded armrest.

**Heat your front seats.** in cloth or leather trim. They're sport bolstered for support. Cool things down with electronic automatic temperature control, which automatically maintains settings chosen by the driver or front passenger. Rock the house with the 8-speaker Audio System from Sony.

In the rear, open up additional cargo room by folding down one or both sides of the 60/40 split rear seat.


1Available feature.
Layer for protection. It’s good advice that still applies today. Underneath the aerodynamic shape of the 2015 Fiesta, there are many protective layers.

**Strength surrounds** you in the form of a rigid safety cage. High-strength 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

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1 Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions.
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 MyKey³¹ 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.

¹Available feature. ²Driver-assist features are supplemental and do not replace the driver’s judgment.
Fiesta Specifications

1.6L Ti-VCT 1-4
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 rpm
202 lb-ft of torque @ 4,200 rpm
6-speed manual
26 city/35 hwy/29 combined mpg

<table>
<thead>
<tr>
<th>Engines/EPA-Estimated Ratings &amp; Dimensions</th>
<th>Exterior</th>
<th>Sedan/Hatchback/ST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>98.0&quot;</td>
<td></td>
</tr>
<tr>
<td>Length (in.)</td>
<td>173.5&quot;/159.7&quot;/160.1&quot;</td>
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</tr>
<tr>
<td>Height (in.)</td>
<td>58.7&quot;/58.1&quot;/57.2&quot;</td>
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</tr>
<tr>
<td>Width – Mirrors folded (in.)</td>
<td>71.6&quot;</td>
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<tr>
<td>Width – Including mirrors (in.)</td>
<td>77.8&quot;</td>
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</tr>
<tr>
<td>Head room – Front (in.)</td>
<td>39.1&quot;</td>
<td></td>
</tr>
<tr>
<td>Head room – Rear (in.)</td>
<td>37.1&quot;/37.2&quot;/37.2&quot;</td>
<td></td>
</tr>
<tr>
<td>Shoulder room – Front (in.)</td>
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<td></td>
</tr>
<tr>
<td>Shoulder room – Rear (in.)</td>
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</tr>
<tr>
<td>Hip room – Front (in.)</td>
<td>50.6&quot;</td>
<td></td>
</tr>
<tr>
<td>Hip room – Rear (in.)</td>
<td>49.2&quot;</td>
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</tr>
<tr>
<td>Leg room – Front (in.)</td>
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<td>Leg room – Rear (in.)</td>
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<tr>
<td>Capacities (cu. ft.)</td>
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<tr>
<td>Passenger volume</td>
<td>85.1</td>
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<tr>
<td>Luggage capacity (sedan)</td>
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<tr>
<td>Cargo volume behind front seats (hatchback/ST)</td>
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<td></td>
</tr>
<tr>
<td>Cargo volume behind rear seats (hatchback/ST)</td>
<td>14.9/10.1</td>
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</tr>
<tr>
<td>Fuel tank (gal.)</td>
<td>12.4</td>
<td></td>
</tr>
</tbody>
</table>

Dimensions may vary by trim level.
1 Using 93-octane fuel. 2 Always wear your safety belt and secure children in the rear seat.

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 airbag®
- Front-seat side airbags®
- SecuriLock® Passive Anti-Theft System
- Side-curtain airbags®
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)
### S Sedan/Hatchback

**Equipment Group 100A**  
Includes all standard features, plus:

- **Mechanical**
  - 1.6L Ti-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 jack
  - 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 Services® for Traffic, Directions and Information
  - Manual windows
  - Multifunctional digital display in center stack

- **Exterior**
  - 15" Steel with Silver-Painted Covers
  - 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 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
  - Keyless entry keypad
  - 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

### SE Sedan/Hatchback

**Equipment Group 200A**  
Includes select 5 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, SD 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-color-painted 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 3-cylinder engine, 15" steel wheels with silver-painted 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)

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*SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.*
Titanium Sedan/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

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

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
Plano Black-painted lower grille with chrome surround
Reverse Sensing System

16” Premium Sparkle Nickel-Painted Aluminum

Standard
Equipment Group 400A
Includes select ST 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 tires
- 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

1Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

Performance Blue. Available equipment.
- 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

Oxford White
Ingot Silver
Molten Orange Tri-coat Metallic
Race Red
Ruby Red Tinted Clearcoat Metallic
Green Envy Tri-coat Metallic
Blue Candy Tinted Clearcoat Metallic
Performance Blue
Magnetic
Tuxedo Black

Interiors

1 Charcoal Black Cloth with Sterling Stone Accents
2 Medium Light Stone Cloth
3 Charcoal Black 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
9 Charcoal Black Leather with Smoke Storm Cloth Accents
10 Charcoal Black Leather with Molten Orange Cloth Accents

Bring these colors to life

Information Provided by:  
2015 FIESTA-ST  
ford.com  
Go Further
SE Hatchback in Oxford White customized with side window deflectors, lower bodyside graphics, rear roof spoiler and 16" 8-spoke Black machined aluminum wheels

### Exterior
- Bodyside graphics
- Custom graphics and trim kits
- Fog lamp bezels
- Full vehicle covers
- Racks and carriers
- 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
- Gear shift knobs
- 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 systems
- Keyless entry keypad
- Portable DVD rear-seat entertainment systems
- Vehicle Security System

### Wheels
- 16" 8-spoke Sparkle Silver
- 16" polished
- Wheel lock kits

Additional components may be required. See dealer for details. ³Ford Licensed Accessory. ⁴Manual transmission only.
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.


Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

Comparisons based on competitive models (class is Subcompact Cars), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an “as is” basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

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