



2014 FORD FIESTA

The 2014 Ford Fiesta is projected to deliver segment-leading fuel economy, along with a bold and sporty global design, strong driving dynamics, and a host of comfort, convenience and technology features not commonly associated with a car this size.



NOTEWORTHY

- MyKey® programmability, limiting speed and audio levels
- New chrome grille and hood
- Available SYNC® with MyFord Touch® 6.5-inch screen, featuring software that includes upgraded natural command capabilities, improved Bluetooth® pairing and simplified navigation
- Arriving after launch, the Fiesta will feature the 1.0-liter EcoBoost® engine for the first time in North America
- Available leather-trimmed seats, moonroof, LED parking lamps, heated mirrors, and ambient lighting system with seven colors

Engines:

1.6-liter Ti-VCT four-cylinder, five-speed manual

120 hp, 112 lb.-ft., 29 mpg city, 38 mpg highway

1.6-liter Ti-VCT four-cylinder, six-speed PowerShift Automatic

120 hp, 112 lb.-ft., 30 mpg city, 40 mpg highway

1.0-liter EcoBoost three-cylinder, five-speed manual

123 hp, 148 lb.-ft., expected best-in-class fuel efficiency

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

Series: S, SE, Titanium

Production location: Cuautitlan Assembly Plant, Cuautitlan, Mexico

MSRP: Starting at \$14,000 plus \$795 destination and delivery charge

SAFETY/STANDARD

- AdvanceTrac® with electronic stability control
- Available with MyKey
- Dual-stage first-row airbags, driver knee airbag, side-impact airbags, side-curtain airbags
- Four-wheel Anti-Lock Braking System
- Tire Pressure Monitoring System
- Anti-theft engine immobilizer
- LATCH (Lower Anchors and Tether Anchors for Children)

Did you know? The 1.0-liter EcoBoost three-cylinder is projected to offer more than 40 mpg without the expense of purchasing a hybrid powertrain.

SYNC® AppLink™



Green

Fiesta offers class-exclusive technologies including SYNC AppLink with the ability to control select smartphone apps with simple voice commands.



Quality

With 10 colors to choose from, interior ambient lighting and personalized vehicle graphics, this car allows its drivers to be as creative as they want.