



FORD FIESTA

New Ford Fiesta-Born strong

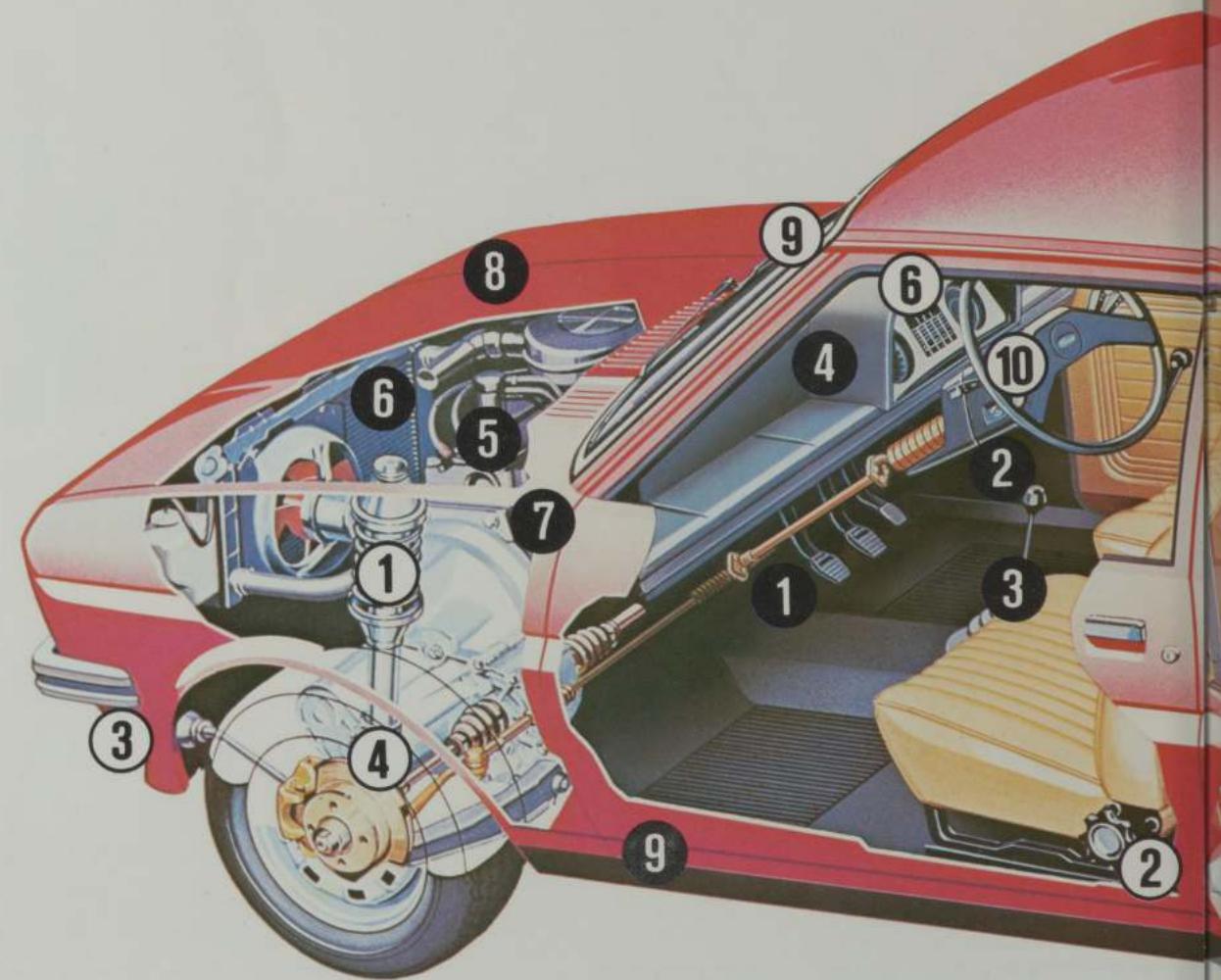
Every Ford Fiesta, from the lowest priced model through to the elegant Ghia, has been designed to combine superior safety and reliability with outstanding economy. The safety and reliability points described on the opposite page are all features of every Fiesta. No matter which model you consider (Fiesta, L, S or Ghia), you are assured of the highest standards of safety and reliability.

In addition, every Fiesta has many features which provide outstanding driving economy. Fiesta's front-wheel-drive wedge head engine has been especially designed to bring you maximum fuel economy in every situation. To ensure that you use a minimum amount of fuel when idling in traffic or when warming up, Fiesta has the unique sonic idling carburettor. This carburettor design makes maximum use of fuel particles under all stop-and-go conditions. The result is significant fuel savings, especially for frequent city drivers.

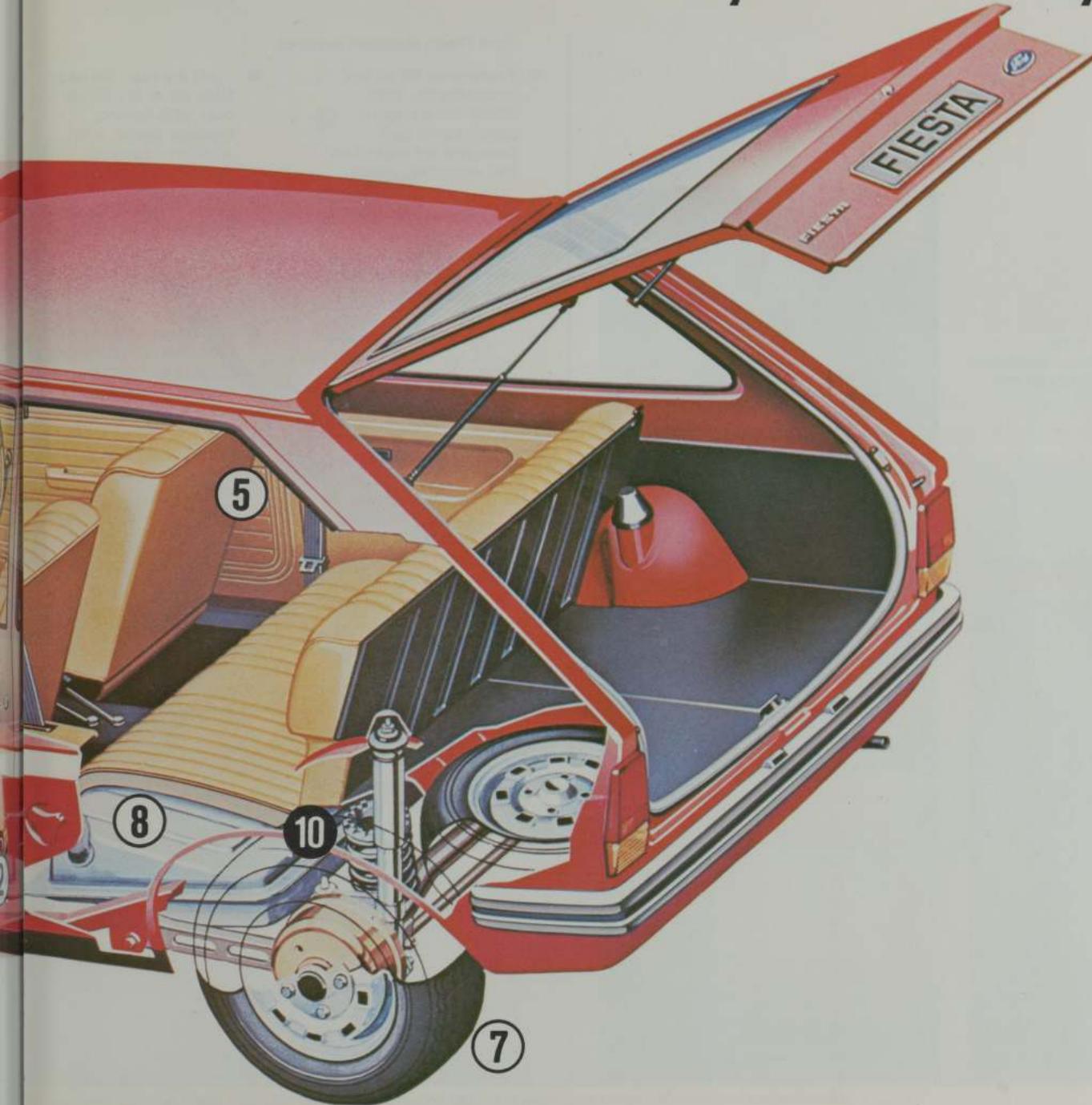
For optimum fuel economy on the open road, Fiesta has an overdrive top gear ratio. Fiesta's rear roof spoiler and front air dam have been designed to give you maximum aerodynamic advantage. Less drag from air friction means less work for your engine. The result: more fuel savings on the highway and less engine wear. And for further fuel economy and less tyre wear, steel belted radials are also standard on every Fiesta.

Fiesta has also been designed to save you money on maintenance. The self-adjusting clutch and brakes, the lubricated-for-life chassis and gearbox are just the beginning of Fiesta's simple-maintenance features. They're all described in detail in later pages. And they all add up to significant savings over the long life of your Fiesta. Fiesta's economy goes on with low tax, a one year unlimited mileage warranty, and convenient, money-saving 10,000 km service intervals.

Every aspect of Fiesta has been designed for your driving economy, safety and reliability. Because we believe that the best economy car is one which offers you a lot more than economy alone.



Extra safety and reliability run in the Ford family



Safety strong points

- 1 Front wheel drive with McPherson strut front suspension and coil spring rear suspension for safe, solid roadholding.
- 2 Widest track in its class, low centre of gravity for full stability even in cross winds.
- 3 Front air dam also contributes to Fiesta's better directional stability and firm roadholding.
- 4 Dual line, diagonally split brakes with front discs. Disc brakes are fine turned, which alleviates judder during fast braking situations. Anti-skid steering design for sure, straight-line stops in all road/weather conditions.
- 5 Largest glass area in its class for safer all-round visibility.
- 6 Strong sheet metal and rigid passenger cell for extra collision protection.
- 7 Steel-belted radial tyres for better roadholding.
- 8 Fuel tank located forward of rear axle for collision protection.
- 9 2-speed wipers with screen wash for better wet-weather visibility.
- 10 Collapsible steering column for protection in the event of collision.

Reliability strong points

- 1 Self-adjusting clutch and brakes.
- 2 Lube-for-life chassis and gearbox. Maintenance-free wheel bearings front and rear.
- 3 Rugged Ford 4-speed transaxle transmission, built especially for Fiesta and tested under rigorous conditions. This gearbox incorporates a giant magnet to collect all metal foreign particles and ensure consistently smooth gear changing.
- 4 Printed circuit for instruments with no wires to come adrift. One-piece wiring loom. 40% less electrical connections than standard designs with plastic coating of wiring loom fixings.
- 5 Fiesta engines developed from rally-proven Kent range (957 c.c. low compression, 957 c.c., 1117 c.c. and 1300 c.c. high compression engines).
- 6 Seams and joints on radiator tanks vastly reduced to minimise leaks.
- 7 Computer checking at the factory to ensure correct functioning and installation of all electrical components.
- 8 Battery-saving 28 amp alternator. (35 amp with heated rear window).
- 9 Less spot welding and brazing reduces risk of rust.
- 10 100% electrostatic paint dip and PVC sprayed front wheelarches to prevent rusting.

Ford Fiesta

Economy, reliability, safety... and much more

The important aspects of the lowest-priced Fiesta — economy, reliability and safety — are described in the two previous pages. These are features you naturally expect to

find in a car, and the Fiesta is an outstanding example of all three combined. But there's much more to Fiesta, as the features on these pages show.



Ford Fiesta standard features

- Transverse 957cc low compression, front-wheel-drive engine, uses regular fuel. Designed for maximum fuel economy possible.
- At the rear, the seat folds down to provide over 1205 litres of luggage space, with additional capacity hidden under the floor. A rear package tidy conceals luggage and provides extra stowage space. Access is through the handy third door.
- New 4-speed transaxle transmission ensures maximum fuel efficiency and effortless gear changing.
- 135 SR 12 steel-belted radial tyres give further fuel savings and extra-long tyre life.
- For comfort and convenience:
 - Front bucket seats, both slide-adjustable, with tip-lock mechanism.
 - Centrally-located, fully adjustable vent mounted on the facia.
 - 2-speed heater blower keeps interior at the right temperature, keeps windscreen free of ice and fog.
 - Plenty of stowage space front and rear: at the front, glove box on passenger's side; large package shelf; stowage pocket on driver's side.
- Windscreen wipers have two speeds, with special flick-wipe feature.
- Simple, steering-column-mounted, three-lever system controls lights, high-beam, headlamp flasher, windscreen wipers and turn signals.
- Heated rear window.

Roomy interior and comfortable bucket seats for driver and passenger.

Wide rear seat for excellent comfort.

Facia has a range of easy-to-read instruments.

Powerful semi-sealed beam headlamps for safer night driving.



The car illustrated is a Fiesta Saloon fitted with the following options at extra cost. Driver's door mirror and seat belts

Ford Fiesta



The Fiesta L was built and equipped with everyone's convenience and comfort in mind. There's plenty of headroom and three grabhandles in Fiesta L to make getting in and out easier than ever – even for tall people. There's plenty of leg and knee room so everyone sits more comfortably. There are all of the safety and reliability features described on pages 2 and 3 in Fiesta L. So no one has to worry.

There's the Ford 957 c.c. Low Compression, transverse-mounted, front-wheel-drive engine standard in the Fiesta L so everyone avoids frequent petrol stops. A 957 c.c. and 1117 c.c. High Compression engine are optional.

Everyone will enjoy the fully carpeted interior of the Fiesta L. It makes driving even quieter as well as more comfortable. The front bucket seats are cloth-faced and vinyl trimmed and rake adjustable, too; so everyone can adjust the seat back to their particular preference. Armrests are provided on both front doors for more comfort. And for optimum climate

control, the Fiesta has two side-mounted rectangular vents that work with or without the blower.

There's storage space throughout Fiesta L for everyone's belongings. In the rear there's a handy third door and a fold-down rear seat that takes only one hand and just a few seconds to fold completely. And, best of all, Fiesta has the largest load space in its class with another storage compartment hidden under the rear floor for extra safety for your valuables.

145 SR 12 steel-belted radial tyres give Fiesta L a firm grip on the road as well as longer tyre life and better fuel economy. And Fiesta's three steering-column-mounted stalk controls make headlight and windscreens wiper operations as easy as the flick of a finger.

Outside there's a beautiful paint finish with a wide choice of colours.

So, for more comfort, convenience and more pleasant surroundings – for everyone – the Fiesta L is for you.

More comfort, more convenience

Standard features of Ford Fiesta L

- Ford 957 cc Low-Compression, transverse-mounted, front-wheel-drive engine.
- 957 cc and 1117 cc High-Compression engines are optional.
- Heated rear window.
- Armrests on both doors.
- Fully-carpeted interior, for quiet travel, greater comfort.
- Dipping rear-view mirror eliminates glare during night driving.
- Front bucket seats with rake adjustment; vinyl trimming.



The car illustrated is a Fiesta L fitted with the following options at extra cost: Driver's door mirror and seat belts.

Fiesta L interior, showing adjustable-rake seats, wide door and armrest, optional seat belts.

- Side-mounted vents that work with or without blower, for optimum climate control.
- 145 SR 12 steel-belted radial tyres, for firm road grip, long tyre life and fuel economy.
- Ample stowage capacity throughout gives Fiesta the largest load space in its class:
 - Stowage bins in both doors.
 - Front passenger-side glove box.
 - Package shelves at front and rear.
 - Fold-down rear seat, with access through handy third door.
 - Extra storage compartment, hidden under main luggage area, provides security for valuables.

Reversing lamp.



Fiesta's third door. Rear seat folds down to provide capacious luggage stowage.



Ford Fiesta

Ghia

The Ford Fiesta Ghia represents a remarkable entry into the luxury motoring class. Although only 11 ft 7 ins long, the Fiesta Ghia offers the kind of appointments you'd expect only from far more expensive cars. Never before has a car of this calibre appeared in this motoring class.

Powered with the Ford transverse-mounted, front-wheel-drive 957 cc, 1117 cc or 1300 cc engines the Ghia gives both performance and quietness beyond your expectations. The Ford four-speed transmission was built specifically to provide smooth, effortless gear changing and a commanding control over the engine. All seats are covered with fine Crushed Velour and Verona materials and front seats are uniquely styled with moulded backpads. They also recline fully for a comfortable driving or resting position. And on the back of the front seats you'll find convenient map pockets. Assist straps are located here, too, for simpler back seat entry and exit. Then, between the front seats there is a wood-finished centre console incorporating a clock and the sports gear lever. Fiesta is carpeted throughout, even the cargo area. Entry into the loadspace is via an easily opened third door. Luggage space can be quickly enlarged by simply folding down the rear seat. And extra storage space is provided by a lockable storage area located under the rear floor.

The insides of the wide Ghia doors, the body pillars and the back seat walls and wheel arches are all fully trimmed. At the front, armrests with convenient handles are provided. On the front passenger side there is an illuminated glovebox with a lid, and a vanity mirror on the back of the passenger's sunvisor.

The instrument cluster has a wood grain finish and is surrounded with soft feel padding. In addition to the expected instrumentation, a tachometer, a handbrake warning light and a trip recorder are also standard Ghia features. All instrument lights operate on a rheostat control. And, naturally, the heater controls are also fully illuminated.

The four spoke steering wheel gives drivers a comfortable grip, especially important on the longer trips. And all major controls are mounted conveniently on the steering column for ready access. Among these are switches for headlamp high-low beams, headlamp flashers and two-speed windscreen wipers. An intermittent wiper action is also included for added convenience and safety. In addition, the windscreen washers operate electrically. The fine exterior paint finish of the Fiesta Ghia is protected with a special moulding. For added bumper protection vinyl bumper inserts are standard equipment.



Fiesta Ghia. Extraordinary car, outstanding finish.





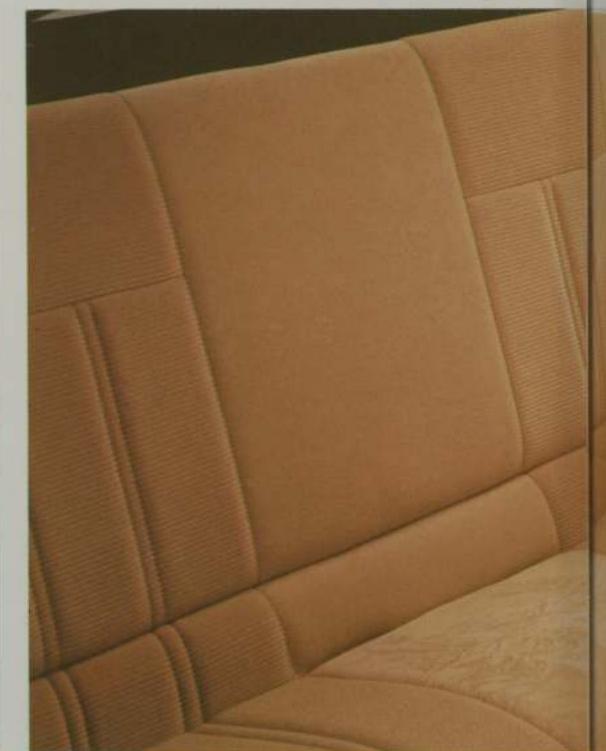
Extraordinary comfort provided by uniquely designed and upholstered seats.



Map pockets give rear passengers additional convenience.

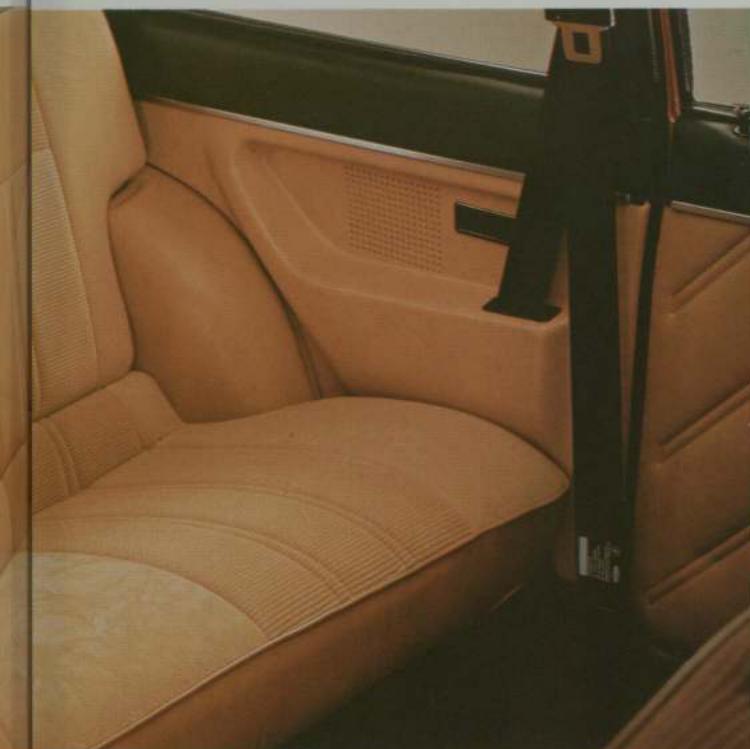
Fiesta Ghia has fully-reclining seats.

High standard of comfort provided for rear passengers. Trim is crushed velour and Verona cloth.





Four-spoke steering wheel, comprehensive instrument panel, parcel shelf, lockable glovebox and facia-mounted ventilation outlets make for outstandingly comfortable driving.



Ford Fiesta Ghia extraordinary luxury

Standard specifications extra to Fiesta L

- Tachometer
- Trip recorder
- Instrument lighting rheostat
- Cast alloy wheels (4) (steel spare)
- Lockable storage area under false floor with plastic tray
- Window and bodyside moulding
- Vinyl bumper inserts
- Third door turnlock
- Moulded seat backpad
- Map pocket/assist strap on seat back
- Verona/Crushed Velour cloth trim
- Load compartment carpet
- Full coverage door trim with black capping
- Armrests with grab handle
- Sun visor with vanity mirror
- Front passenger glove box with lid and illumination
- Front driver's side package tray
- Centre console and clock
- Wood finish instrument cluster
- Intermittent wipe and electric wash





Fiesta S 1.1: Widest track in its class. Aerodynamic front spoiler.

Ford Fiesta 1.1



The Ford Fiesta S is for people who want a lot more out of motoring than just transportation. Everything has been designed to bring a completely new sporty sensation to your everyday driving. You notice it the moment you sit behind the 4-spoke steering wheel. All controls are placed neatly and distinctively within the cushioned instrument panel. There's a tachometer for fast readout of rpms. A trip recorder to bring added accuracy to your everyday rally. There's a light to warn you when the handbrake is on. And, naturally, speedometer, odometer, fuel and temperature gauges are all there for reading at a glance. Mounted right on the steering column are three stalk controls for fingertip access to all major

mechanisms. In addition to a headlamp high and low beam control, there is a headlamp flasher. Wipers operate on a two-speed system, with the added convenience of an intermittent wipe action for the days when it only drizzles. The sports gear lever, specifically designed for smooth, fast gear changing and clock are located in the centre console.

On the driver's side there's a package tray. And on the passenger side, a glovebox with a lid and light.

The seats are trimmed with Cadiz fabric. And, naturally, they're rake and reach adjustable to ensure you the most comfortable driving or riding position.

Under the hood the Fiesta S delivers all the

power you want for your sporty driving with the Ford wedge-head 1117 cc high compression engine. This tough front-wheel-drive power unit is designed for maximum performance. 53 DIN PS. Maximum speed 145 Kph. 0-100 Kph in just 16.1 seconds.

Optional, at extra cost: high-powered, 1300 cc engine delivering 65 bhp, with top speed of 160 km/hr; economical fuel consumption of over 6.4 litres/100 km at 90 km/hr.

Suspension, clutch and other features up-rated to match increased power. You'll find that the Fiesta S has been designed, built and equipped for everyday rallying, and everything done to bring more fun and more style to your driving.



Sporty instrumentation. Radio is an optional extra.

More sport, more style, more fun in everyday driving

Ford Fiesta S standard features

- Wide-rim silver wheels, bright wheel-rim embellishers, bright wheel-bolts and 4½ in wheel rims add to performance and sporty look.
- Choice of five metallic paint colours or two other signal paint colours individualise your Fiesta's appearance. Colour-keyed wide bodyside stripe to match your choice of colour combination.
- Rear seat folds down in one-handed action to provide maximum luggage space.
- Handy third door, at rear, works with finely-engineered gas struts, for effortless opening and closing.
- Front air-dam and rear roof spoiler adds performance, firm roadholding, and an extra sporty look. Spoilers minimise wind resistance, maximise performance and fuel economy.
- Specially designed suspension give tight response, with stiffer spring rates and thick rear anti-sway bar.



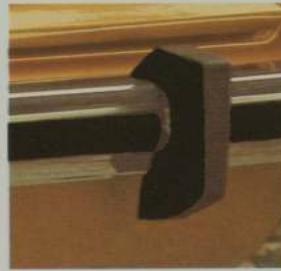
Sporty striped seats in Cadiz cloth are standard. The radio illustrated is a factory fitted option available at additional cost.

Ford Fiesta Options

at extra cost	Fiesta	L	S	Ghia
Bodyside protection moulding	o	o	—	S
Laminated windshield	o	o	o	o
Tinted glass	o	o	o	o
Opening front quarter vents	o	o	o	o
Bumper guards	o	o	o	o
Rear screen wash-wipe	o	o	o	o
Metallic paint	o	o	S	o
Signal paint	o	o	S	o
Vista vent roof	o	o	o	o
Vinyl roof	—	o	—	o
Headrests	o	o	o	o
Cloth trim - Beta	o	—	—	—
- Houndstooth	—	o	—	—
Seat belts - static	o	o	o	o
- inertia	o	o	o	o
957 HC engine	o	o	—	o
1117 HC engine	o	o	S	o
1300 HC engine	—	—	o	o
Servo assistance	o	o	o*	o*
Cast alloy wheels (4)	o	o	o	S
(steel spare) 12" x 4 $\frac{1}{2}$ "	o	o	o	S
155 SR 12 steel radial	o	o	o	o
(with 4 $\frac{1}{2}$ " rims)	o	o	S	o
Cigar lighter	—	o	S	S
Centre console and clock	o	o	S	S
Ford M21 MW/LW manual	o	o	o	o
Halogen headlamps	o	o	o	o
Reversing lamp	o	o	o	S
Rear fog lamp	o	o	o	o

*Standard with 1300 c.c. engine

o - optional S - standard



Illustrations, Descriptions and Specifications Ford policy is one of continuous improvement. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at anytime. **For latest details always consult your Ford Dealer.**

Ford Fiesta-maximum reliability- minimum servicing

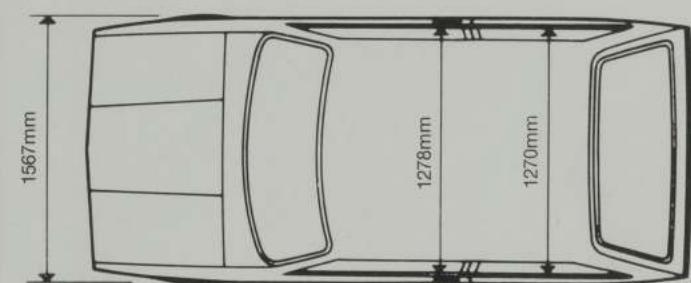
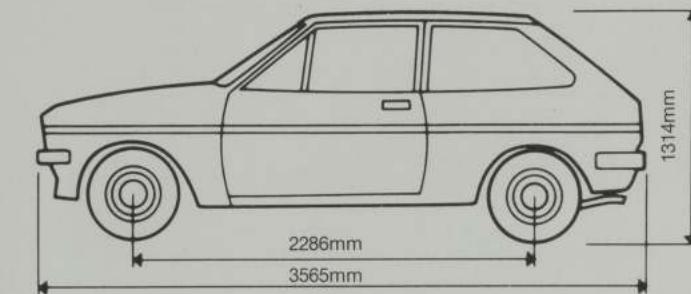
Every aspect of Ford Fiesta has been designed and built to bring you maximum reliability and to require minimum servicing.

To make sure you get this reliability and simple service design we did the following: We checked our experience with earlier designs. We collected massive data from all over Europe identifying the most frequent problem areas. We used development tests to analyse the patterns of component failure. We put devices into customers' cars to measure exactly what a car has to put up with in everyday life. And, finally, we designed, built and tested every component of the Ford Fiesta to ensure you maximum reliability and minimum servicing. The results: less parts which

need servicing, quick access to all components, less time in the garage for your Fiesta and, therefore, less expense for you.

Every Ford Fiesta is backed up by Ford Dealers throughout the world. Every Ford Dealer has the highly skilled mechanics, the expert parts staff and a fully stocked parts department to ensure that what little service Fiesta does require is performed professionally and at minimal cost to you. Every Fiesta is also backed by Ford's one year, unlimited mileage warranty, honoured at all Ford Dealers throughout Europe.

- No lubricants or filters are required at the first servicing (1500 mls). This service is free of charge. 6,000 ml service intervals thereafter.
- Self-adjusting clutch requires no maintenance.
- Automatically adjusting footbrakes and handbrake.
- Lube-for-life transmission, chassis components, steering system and ball joints.
- Maintenance-free wheel bearings front and rear.
- All external bulbs can be changed without tools.
- The number of electrical connections are reduced by 40% compared with standard designs. The fuse box and all electrical relays are centrally located in the passenger compartment for easy access.
- Brakes and disc pads can be checked without removing the wheels. To change brake discs the mechanic doesn't have to remove the wheel hub.
- Day-to-day checks are made easy by see-through containers for battery, brake fluid, screen washers and coolant overflow.
- One-piece printed circuit instrument panel with no wires to come adrift.
- Single piece exhaust system with quick disconnect mountings.
- Large apertures in internal panels to facilitate body repairs. Part panels are provided to avoid the need for replacing large body sections.
- 75 of the 100 most frequent service operations take less than one hour labour time.



Load Compartment
Normal capacity
Rear seat folded
Weight (Base car)

201 ltr.
1206 ltr.
696 kg.

Ford Fiesta-Technical Specifications

Engine type	957 cc LC* transverse, front wheel drive	957 cc HC transverse, front wheel drive	1117 cc HC transverse, front wheel drive	1300 cc HC transverse, front wheel drive
Displacement	957 cc	957 cc	1117 cc	1298 cc
Bore/Stroke	73.96/55.7 mm	73.96/55.7 mm	73.96/64.98 mm	81.0/63.0 mm
Compression ratio	8.3:1	9.0:1	9.0:1	9.0:1
Max. power output/rpm	DIN/PS 40/5,500	DIN/PS 45/6,000	DIN/PS 53/5,700	DIN/PS 65/5,500
Max torque/rpm	DIN mkg 6.5/3,000	DIN mkg 6.6/3,000	DIN mkg 8.2/3,000	DIN mkg 9.6/4,000
Top speed	131.3 kph	137 kph	145 kph	158 kph
Acceleration 0-100 kph	19.7 secs	17.6 secs	16.1 secs	12.3 secs

*Regular fuel engine.

This is an Export sales catalog. It is possible that the illustrations, or text, may include reference to features which are not available in some market territories, either as standard or optional equipment. Further, it may omit special features which are available. Please, therefore, always consult your dealer for the latest details of specification, and for current prices.

All specification figures in this brochure are Ford computed figures based on typical manual gear change production vehicles.

Transmission

4-speed, all synchromesh remote control floor change. Gear ratios: 1st 3.583:1; 2nd 2.055:1; 3rd 1.346:1; 4th 0.959:1; Reverse 3.769:1. Self-adjusting clutch.

Brakes

Dual line, diagonally split brake system. Negative scrub geometry. Discs on front wheels. Drums on rear wheels. The brakes are self-adjusting from the foot pedal. Servo-assisted on 1300 cc.

Suspension

Front: McPherson strut. Rear: Coil spring. Magnetic arc welded rear axle. Revised suspension settings with 1300 cc Ghia. Uprated anti-roll bar and front and rear springs. Autoflex super adjustable shock absorbers – front and rear all with Fiesta S 1300 cc.

Steering

Rack and pinion, ratio 18.62:1. Turning circle between kerbs, 9.3 metres.

Tyres

135 SR 12 steel-belted radials on Fiesta. 145 SR 12 steel-belted radials on L, S and Ghia models.

Electrical equipment.

Fully fused 12V negative earth system. 28 amp alternator. Starter motor. 35A/h battery*. One piece wiring loom. All electrical relays and fuse box centrally located in passenger compartment.

Capacities

Fuel tank, 34.1 litres. Cooling system with heater and overflow bottle, 5.86 litres. Engine oil system with oil filter, 3.25 litres. Luggage compartment, with rear seat folded, usable capacity 1206 litres. Length – 3.56 m (without rubber bumper inserts). Width – 1.57 m. Height – 1.36 m. Kerbweight 707 Kg.

*45A/h alternator, when touring pack, heated rear window or halogen h/lamps are specified.

