

2013 **FIESTA**



Go Further



4.9L/100 km (**58** MPG) HWY¹
6.9L/100 km (**41** MPG) CITY¹

Irresistible. For so many reasons.

Ford Fiesta draws you in and never lets go. With bright hues like Lime Squeeze and Yellow Blaze, it's beyond colourful. Switch songs by voice² alone. Make calls without touching your phone.² Incredibly helpful. Achieve over 900 kilometres on a single tank of fuel!¹ Very efficient. Warm your seats;² in cloth and leather trim.² Highly capable. Fiesta is so fun to drive, and such a joy to spend time with, that many owners form quite a bond with theirs. That even makes it relational. Start yours today and go further in a 2013 Fiesta.

Titanium Hatchback. Race Red. Available equipment.

¹Based on highway driving in a 2013 Fiesta 1.6L Duratec® 4-cylinder automatic with SFE Package and estimated fuel consumption of 4.9L/100 km hwy and 6.9L/100 km city, based on Transport Canada approved test methods. Actual fuel consumption will vary based on road conditions, vehicle loading and driving habits. ²Available feature.

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Easy.



Approach Fiesta with your Intelligent Access key¹ tucked away in a pocket or purse, and sensors unlock your door. Just touch the handle and you're in (without having to search for any key). Then, press the brake pedal and push the start button. It's on. And you're off. It's that easy in Fiesta.

¹Available feature.



Spirited.

Fiesta delivers 120 hp of flat-out fun, plus highway fuel efficiency of 4.9L/100 km (58 mpg).¹ Its 1.6L Ti-VCT 4-cylinder engine deserves much of the credit. Twin independent variable camshaft timing (Ti-VCT) adds an extra measure of precision, contributing to fuel efficiency or power output as your input demands. For that extra-connected feel, the PowerShift 6-speed automatic transmission² can provide torque to the wheels 100% of the time during shifts.

To help Fiesta stay sure-footed and firmly planted in the corners, a MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. Advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. In the rear, a twist-beam suspension with specially tuned shocks and spring rates deftly balances responsive handling with the need for a smooth ride. Choose from 15" or 16" wheels.² Then go.

Titanium Hatchback. Yellow Blaze Metallic Tri-coat and Lime Squeeze Metallic. Available equipment.

¹Optional Super Fuel Economy (SFE) Package and PowerShift automatic transmission. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption will vary. ²Available feature.

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Impressive.

With unexpected choices, style abounds inside Fiesta. Leather-trimmed seats¹ in Charcoal Black with Cashmere-coloured piping, or Plum Red or Cashmere-coloured with Charcoal Black piping. If that's not enough, the Premium Interior Upgrade Package¹ in Red and Black or White and Black carries its colour scheme to the instrument panel and door-trim inserts. There's also heated front seats.¹ And ambient lighting that lets you choose from 7 hues.¹ All ready to impress. And since style doesn't have to take a back seat to space, Fiesta's 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan.

Titanium Hatchback. Charcoal Black leather-trimmed seats with Cashmere-coloured piping. Available equipment.

¹Available feature.

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Connected.

Contacts and favourites.

Through voice-activated Ford SYNC,¹ Fiesta easily connects to your phone. Once paired, the system recognizes your phone and downloads your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod.² Simply touch a button on the leather-wrapped steering wheel² and say things like "Call: Work" or "Play playlist: Techno." SYNC also includes 911 Assist³ with GPS location reporting. SYNC. Say the word.

Entertainment.

Listen to your favourites all across Canada with SiriusXM[®] Satellite Radio.^{2,3} Your 6-month prepaid subscription gets you the best in audio entertainment including 100% commercial-free music from every genre, world-class news, sports, comedy and entertainment.



SYNC can display incoming text messages or read them out loud.⁴



Your information is always displayed in an easy-to-read format.

¹Available feature. Some mobile phones and some digital media players may not be fully compatible. 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. SYNC voice recognition available in English, French and Spanish. ²Available feature. ³SiriusXM Satellite Radio subscriptions sold after 6-month prepaid period expires. Subscriptions are governed by SiriusXM Customer Agreement; see sirius.ca. ⁴Not applicable to all phones.



SPACE (Side Protection And Cabin Enhancement) Architecture

AdvanceTrac® ESC (electronic stability control) with traction control

Integrated blind spot mirrors

Ford SYNC®1 with 911 Assist®

SOS Post-Crash Alert System™

Protective.

Underneath its aerodynamic shape, Fiesta utilizes high-strength and ultra-high-strength boron steel to form a rigid safety cage. In slippery conditions, AdvanceTrac ESC (electronic stability control) helps you keep all 4 wheels firmly planted.² Our Personal Safety System™ front-seat side airbags and side-curtain airbags are all standard. Ford SYNC¹ with 911 Assist uses your phone to call 911, and can even give the operator an urgent message, in the event of airbag deployment or fuel pump shutoff.³



The 7th airbag. A first-in-class⁴ driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.

Titanium Hatchback. Lime Squeeze Metallic. Premium Sport Appearance Package. Available equipment.

¹Available feature. ²Remember 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. ³The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. ⁴Class is Subcompact Cars vs. 2012 competitors.

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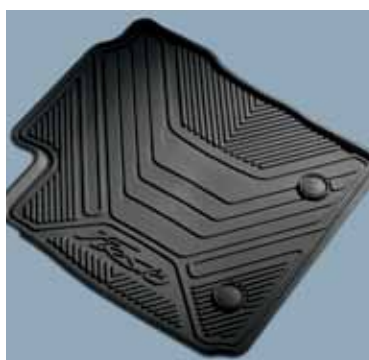
Surprising.



A surprising list of available features helps you create *your* Fiesta. Always on the go? Add power, heated sideview mirrors to quickly melt snow, and special interior lighting to keep things interesting on the road. Need to activate your Vitamin D? A power moonroof lets the sun stream in. Whatever you choose, you're creating a 2013 Ford Fiesta just the way you want it.

- Power, heated sideview mirror with turn signal indicator¹
- 12-volt rear powerpoint¹
- Ambient lighting¹
- Heated front seats¹
- Power moonroof¹

¹Available feature.



SE Hatchback in Ingot Silver Metallic customized with body kit by 3dCarbon,^{®1} black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black bodyside graphic, rear roof spoiler and 16" premium Luster Nickel-painted aluminum wheels²

Sport pedals³

Remote start systems

All-weather floor mats

Rear roof spoiler

Exterior

Graphics and trim kits¹

Grille inserts

Rear spoilers

Hood and side window deflectors

Splash guards

Racks and carriers¹

Full vehicle covers¹

Locking fuel plug

Interior

Interior light kit

Door sill plates

Cargo organizers and protectors

Gear shift knobs³

Ash cup/coin holder

Carpeted floor mats

Appliqué kit¹

Electronics

Keyless entry keypad

Vehicle security systems

Warning sensor systems¹

Rear-seat entertainment systems¹

Wheels

Wheel lock kits

¹Ford Licensed Accessory. ²Vehicle application and restrictions apply. Additional components are required. See dealer for details. ³For manual transmission only.

FIESTA Standard Features

Mechanical

1.6L Ti-VCT 4-cylinder engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare wheel and tire
Easy Fuel® capless fuel filler
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes
Suspension – Front: independent MacPherson strut
Suspension – Rear: non-independent twist-beam

Seating

4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat backs
Adjustable front and rear outboard head restraints
Cloth seats

Interior

3-spoke steering wheel
4" multifunctional LCD screen
12-volt powerpoint (1)
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front and rear carpeted floor mats
Power door locks
Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass
Body-colour door handles
Body-colour upper grille with chrome lower-grille surround (hatchback)
Liftgate spoiler (hatchback)
Quad-beam halogen headlamps
Rear-window defroster
Rear-window wiper (hatchback)
Windshield wipers – Front: intermittent

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags, ¹ 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® ESC (electronic stability control)
Belt-Minder™ front safety belt reminder
Child-safety rear door locks
Driver's knee airbag ¹
Emergency trunk release (sedan)
Front-seat side airbags ¹
SecuriLock® Passive Anti-Theft Engine Immobilizer System
Side-curtain airbags ¹
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



Horsepower, Torque & Estimated Fuel Consumption Ratings²

1.6L Ti-VCT 4-cylinder engine	Horsepower: 120 @ 6,350 rpm	Torque (lb.-ft.): 112 @ 5,000 rpm
5-speed manual	6.9L/100 km city and 5.1L/100 km hwy (41 mpg city and 55 hwy)	
PowerShift 6-speed automatic	6.9L/100 km city and 5.0L/100 km hwy (41 mpg city and 56 hwy)	
SFE Package with PowerShift 6-speed automatic	6.9L/100 km city and 4.9L/100 km hwy (41 mpg city and 58 hwy)	

¹Always wear your safety belt and secure children in the rear seat. ²Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption will vary.

FIESTA Standard Features



S Sedan/Hatchback

Equipment Group 100A
Includes all standard features, plus:

Interior

AM/FM stereo with 4 speakers
Day/night rearview mirror
Driver and front-passenger sun visors
Manual windows

Exterior

15" steel wheels with covers and P185/60R15 tires
Body-colour 3-bar upper grille with chrome lower-grille surround (sedan)
Power sideview mirrors with integrated blind spot mirrors



SE Sedan/Hatchback

Equipment Group 200A
Includes select S features, plus:

Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Air conditioning
Automatic locking doors (driveaway)
Driver and front-passenger sun visors with vanity mirrors
Front-passenger seat back map pocket
Integrated armrest on driver's seat
Message centre with trip computer
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Unique cloth seats

Exterior

Chrome 3-bar upper grille (sedan)
Remote Keyless Entry System with integrated key transmitter remotes (2)



Titanium Sedan/Hatchback

Equipment Group 300A
Includes select SE features, plus:

Interior

12-volt rear powerpoint
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Ford SYNC® voice-activated, in-vehicle connectivity system with USB input
Heated front seats
Leather-wrapped steering wheel
Premium Sound System with 6 speakers and 80 watts
SiriusXM Satellite Radio with 6-month prepaid subscription
Steering wheel-mounted audio controls

Exterior

16" premium Luster Nickel-painted aluminum wheels with P195/50R16 tires
Chrome beltline and decklid mouldings
LED parking lamps with chrome surrounds
Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

Exterior Dimensions	mm (in.)	Sedan/Hatchback
Wheelbase	2,489 (98.0)/2,489 (98.0)	
Length	4,409 (173.6)/4,067 (160.1)	
Height	1,473 (58.0)/1,473 (58.0)	
Width – Excluding mirrors	1,722 (67.8)/1,722 (67.8)	
Width – Including mirrors	1,976 (77.8)/1,976 (77.8)	

Interior Dimensions	mm (in.)	Sedan/Hatchback
Front head room	993 (39.1)/993 (39.1)	
Front shoulder room	1,339 (52.7)/1,339 (52.7)	
Front leg room	1,072 (42.2)/1,072 (42.2)	
Rear head room	942 (37.1)/945 (37.2)	
Rear shoulder room	1,245 (49.0)/1,245 (49.0)	
Rear leg room	792 (31.2)/792 (31.2)	

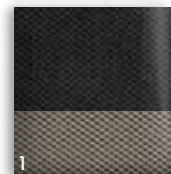
Capacities	litres (cu. ft.)	Sedan/Hatchback
Seating	5/5	
Passenger volume	2,410 (85.1)/2,410 (85.1)	
Luggage volume	363 (12.8)/–	
Cargo volume behind 2nd row	–/435 (15.4)	
Total interior volume	2,772 (97.9)/2,846 (100.5)	
Fuel capacity (litres)	47/47	



Charcoal Black cloth with Light Stone inserts and available equipment. || Sedan luggage capacity of 363 litres (12.8 cu. ft.). || Door map pocket with cupholder.
|| Power door locks switch.



S



Exteriors

A Oxford White

B Ingot Silver Metallic

C Violet Grey Metallic

D Tuxedo Black Metallic

1 Charcoal Black cloth with Light Stone inserts

Interior

1

1

1

1



15" Steel with Covers
Standard

Sedan+Hatchback

Available Package

Convenience Package includes Remote Keyless Entry System, AM/FM stereo/single-CD player with MP3 capability, and automatic locking doors (driveaway)

Available Options

Engine block heater

Manual air conditioning

PowerShift 6-speed automatic transmission

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection



Sedan. Oxford White. Hatchback. Tuxedo Black Metallic.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

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Unique Light Stone cloth trim with Light Stone inserts and available equipment. ■ 5-speed manual transmission shift knob. ■ Easy Fuel® capless fuel filler.
 ■ Hatchback cargo volume of 435 litres (15.4 cu. ft.).





Exteriors	Interiors		
A Oxford White	1	2	3
B Ingot Silver Metallic	1	2	3
C Race Red	1	2	
D Ruby Red Metallic Tinted Clearcoat ¹	1	2	
E Lime Squeeze Metallic	1	2	
F Blue Candy Metallic Tinted Clearcoat ¹	1	2	3
G Violet Grey Metallic	1	2	3
H Tuxedo Black Metallic	1	2	3

- 1 Unique Light Stone Cloth with Light Stone Inserts – Standard
 2 Unique Charcoal Black Cloth with Charcoal Black Inserts – Standard
 3 Unique Charcoal Black Cloth with Blue Inserts – Standard



15" Steel with Covers
Standard



15" Painted Aluminum
Included with
Sport Appearance Package

Sedan+Hatchback

Available Equipment Groups

Equipment Group 201A – **SYNC® & Sound Package** includes Ford SYNC, 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and Premium Sound System with 6 speakers and 80 watts

Equipment Group 202A – **Sport Appearance Package** includes 15" painted aluminum wheels, LED parking lamps with black surrounds, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback)

Equipment Group 203A includes contents of 201A and 202A

Available Packages

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

SiriusXM Satellite & Ambient Lighting Package includes SiriusXM Satellite Radio with 6-month prepaid subscription and ambient lighting (available only with 201A or 203A)

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, cruise control, P195/60R15 T-rated tires, spare wheel with wheel cap, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission; available only with 200A or 201A)

Tattoo Graphics Package

Winter Package includes heated front seats and heated sideview mirrors

Available Options

Engine block heater

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission

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

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection



Hatchback. Race Red. Sedan. Violet Grey Metallic.

¹Additional charge.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

Titanium



Charcoal Black leather trim with Cashmere-coloured piping and available equipment. ■ Red and Black Premium Interior Upgrade Package.¹
■ White and Black Premium Interior Upgrade Package.¹ ■ Premium Sport Appearance Package spoiler.¹



¹Available feature.

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Titanium



Exteriors

	A	B	C	D	E	F	G	H	I
A Oxford White	1	2	3	4	5	6	7		
B Ingot Silver Metallic	1	2	3	4	5	6	7		
C Yellow Blaze Metallic Tri-coat ¹	1		3		5		7		
D Race Red	1		3		5	6	7		
E Ruby Red Metallic Tinted Clearcoat ¹	1		3		5		7		
F Lime Squeeze Metallic			3		5		7		
G Blue Candy Metallic Tinted Clearcoat ¹	1	2	3		5		7		
H Violet Grey Metallic	1	2	3		5	6	7		
I Tuxedo Black Metallic	1	2	3	4	5	6	7		

- 1 Unique Charcoal Black Cloth with Charcoal Black Inserts – Standard
 2 Unique Charcoal Black Cloth with Blue Inserts – Standard
 3 Charcoal Black Leather with Cashmere-Coloured Piping – Optional
 4 Plum Red Leather with Charcoal Black Piping – Optional
 5 Cashmere-Coloured Leather with Charcoal Black Piping – Optional
 6 Charcoal Black Leather with Race Red Seating Surfaces and Perforated Inserts – Available with Red and Black Premium Interior Upgrade Package
 7 Charcoal Black Leather with Oxford White Seating Surfaces and Perforated Inserts – Available with White and Black Premium Interior Upgrade Package

Interiors



16" Premium Luster
Nickel-Painted Aluminum
Standard



16" Polished Alloy
Included with
Premium Sport Appearance Package

Sedan+Hatchback

Available Packages

Premium Sport Appearance Package includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamp treatment; and black sideview mirrors, lower grille, beltline moulding and liftgate spoiler (hatchback only)

Red and Black Premium Interior Upgrade Package includes Charcoal Black leather-trimmed seats with Race Red surfaces and perforated inserts, Race Red door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats, coordinated red interior finish, and leather-wrapped shift knob

White and Black Premium Interior Upgrade Package includes Charcoal Black leather-trimmed seats with Oxford White surfaces and perforated inserts, Oxford White door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish, and leather-wrapped shift knob

Tattoo Graphics Package

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

Available Options

Engine block heater

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

Keyless entry keypad (n/a with Intelligent Access with push-button start)

Leather-trimmed seats with contrast piping and upgraded door inserts

Power moonroof

PowerShift 6-speed automatic transmission

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

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection



Sedan. Blue Candy Metallic Tinted Clearcoat.
 Hatchback. Yellow Blaze Metallic Tri-coat. Premium Sport Appearance Package.

¹Additional charge.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.

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QUALITY, GREEN, SAFE AND SMART.

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Our commitment to you: Peace-of-Mind Protection

- Basic Coverage: 3 years/60,000 km
- Powertrain Limited Warranty: 5 years/100,000 km
- Corrosion Warranty: 5 years/unlimited distance
- Roadside Assistance: 5 years/100,000 km

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit ford.ca.

Ford Extended Service Plan. Help protect your investment and add to your peace of mind by complementing your vehicle purchase or lease with a Ford Extended Service Plan (ESP). Ford ESP protects you against unexpected repair costs after your Basic Coverage in the New Vehicle Limited Warranty expires by covering many vehicle components. Enjoy the drive even more by complementing your ESP with a prepaid maintenance plan, which covers all required scheduled maintenance for your vehicle, plus 8 wear items. See your Ford of Canada Dealer for details.

▢ **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 local Ford of Canada Dealer for details or check us out at fordcredit.ca. ▢ **Genuine Ford Accessories.** Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details. ▢ **Ford Licensed Accessories (FLA)** are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. 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 local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer.

▢ **For prompt, courteous answers to your questions: Ford Customer Relationship Centre 1-800-565-3673; Ford Credit Customer Service Centre: 1-877-636-7346.**

Competitive comparisons are based on 2012/2013 competitive models, publicly available information and Ford data at the time of printing of the 2013 original printed version. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the 2013 original printed brochure, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.

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