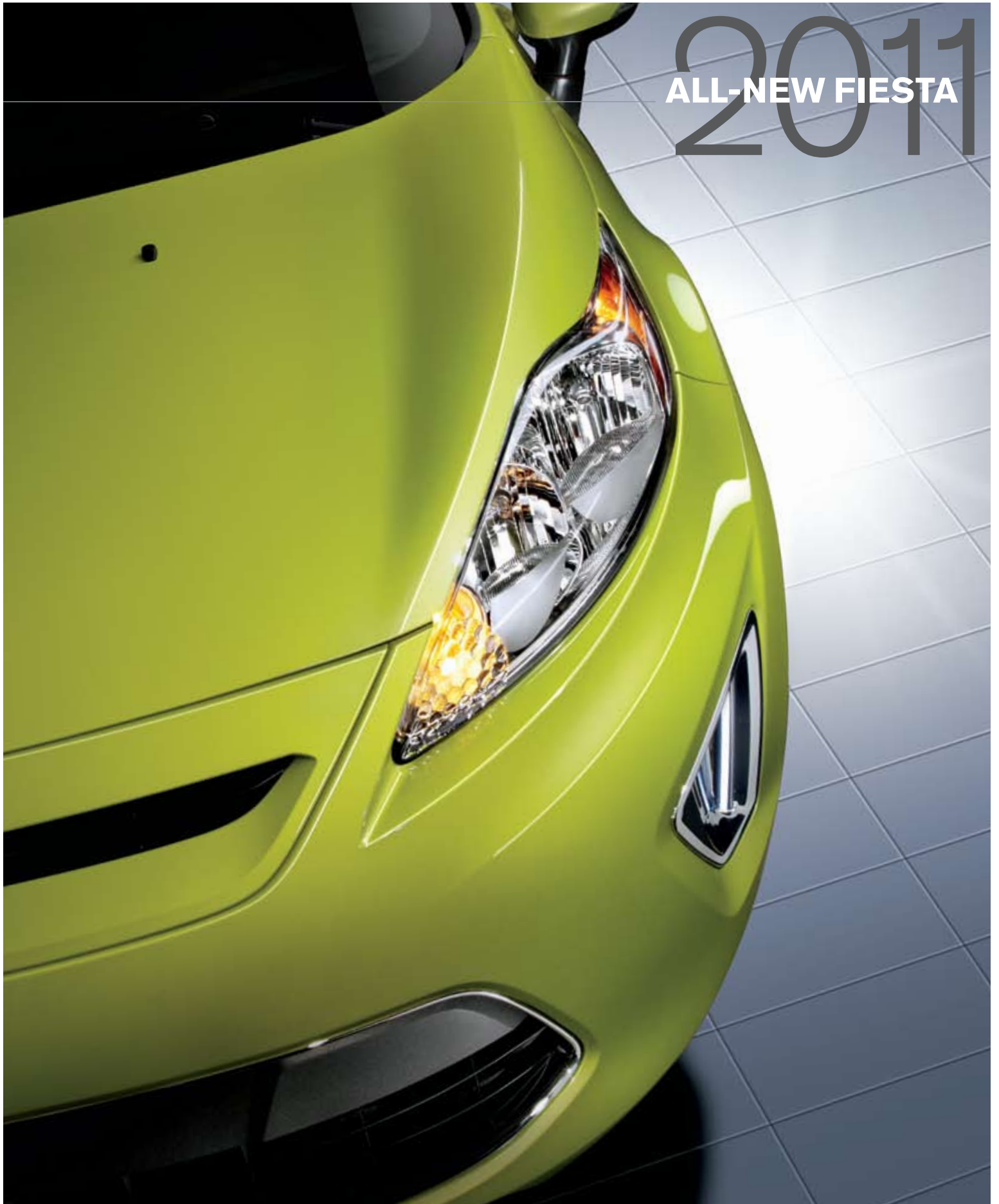


2011

ALL-NEW FIESTA



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Drive one.

**The All-New
2011 Ford Fiesta.
Surprises like no
other car in its class.**

Helps money stay in your pocket, not your tank.

4.9L/100 km hwy.¹ 6.8L/100 km city.¹ Both best in class.²

Provides vitals, at a glance.

Class-exclusive 4-in. LCD multifunctional display.³

Shifts crisply and efficiently to keep you smiling.

Class-exclusive PowerShift 6-speed automatic transmission.³

Controls your mobile and music by voice.

Class-exclusive Ford SYNC^{®3} voice-activated, in-vehicle connectivity system.

Warms up, in cloth or leather trim.

Class-exclusive heated front seat cushions.³

Prevents itself from rolling back or forward.

Class-exclusive hill start assist³ engages automatically on a slope.

Responds in an instant, when needed.

Seven standard airbags, most in its class.



Fiesta SES Hatchback • Yellow Blaze Metallic Tri-Coat • Available Equipment

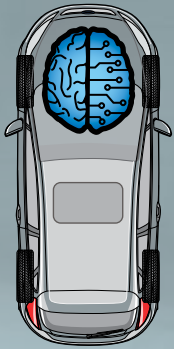
¹6.8L/100 km city and 4.9L/100 km hwy. (41 mpg city/58 hwy.). Optional Super Fuel Economy (SFE) Package and PowerShift 6-speed automatic transmission. Fuel consumption ratings based on Transport Canada approved test methods. ²Class is Subcompact Cars vs. 2010 competitors. ³Optional. Availability varies by model. See your Ford of Canada Dealer for details.

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Drive one.



32-BIT MICROPROCESSOR

The brains behind the engine control system in Fiesta's 1.6L Ti-VCT Duratec I-4 engine is an advanced 32-bit powertrain control module, which makes quick adjustments of fuel, air, spark and gear changes for exceptional efficiency.



Fiesta SE Sedan • Ingot Silver Metallic • Available Equipment
Fiesta SES Hatchback • Blue Flame Metallic • Available Equipment

4.9L/100 km^{hwy}
6.8L/100 km^{city}

Delivers the best fuel efficiency in its class.

Wherever you drive, Ford Fiesta delivers: **class-leading fuel efficiency** of 4.9L/100 km hwy. and 6.8L/100 km city,¹ as well as 120 horsepower. Much of the credit goes to its **class-exclusive 1.6L Ti-VCT Duratec® I-4 engine**, a marvel of modern efficiency. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque and contributes to fuel efficiency. An available **PowerShift 6-speed automatic** transmission provides torque to the wheels 100% of the time during shifts, for an extra-connected feel. Electric power-assisted steering helps contribute to fuel efficiency as well. Responsive. And responsible. Powerful traits of the all-new Ford Fiesta.

¹6.8L/100 km city and 4.9L/100 km hwy. (41 mpg city/58 hwy.) Ford Fiesta SE with optional Super Fuel Economy (SFE) Package and PowerShift 6-speed automatic transmission. Fuel consumption ratings based on Transport Canada approved test methods. Class is Subcompact Cars vs. 2010 competitors.

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Drive one.

Connects you like never before.

An available, **class-exclusive 4-in. LCD multifunctional display** helps make controlling Fiesta systems simple and easy. View audio system data, vehicle settings, Ford SYNC® information and more on the **easy-to-read display screen** that centres the instrument panel. Scroll through vehicle and audio settings by using the buttons on the cell phone-inspired centre console. Available **5-way controls** on the left (for SYNC) or right (for cruise control) spokes of the steering wheel help make controlling those systems easy. Outside temperature, odometer and trip odometer are always displayed on the small screen between the speedo and tach. The end result? You're connected and in control.



Listen to what you want. When you want. Wherever you are. Available **SIRIUS® Satellite Radio** comes with a 6-month prepaid subscription that lets you surf up to 120 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment – all across Canada.

See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.



4-IN. MULTIFUNCTIONAL DISPLAY SCREEN

With Fiesta's available 4-in. multifunctional display screen, you can: view and adjust your vehicle settings (clock, available ambient lighting, display language); view messages (hood open, door ajar, etc.); scroll through, select and control your audio choices (AM/FM radio, CDs, available SIRIUS Satellite Radio, or an auxiliary digital media player), and operate the available SYNC system. Push-button controls help you make your selections. Information is always displayed in a bright, easy-to-read format on the 4-in. LCD display screen.

"Call Susan" Provides hands-free calling

"Read message" Reads incoming text messages aloud

"Play genre: rock" Plays your digital music on command

"Shuffle: on" Mixes tracks like a pro

The available **Ford SYNC voice-activated, in-vehicle connectivity system** works with your paired Bluetooth®-enabled mobile phone. Plus your digital media player. Even a USB drive. With the touch of a button. And simple voice commands.¹ A 911 Assist™² feature allows SYNC to make an emergency call from your phone if any airbag deploys.

¹Some 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. ²The 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.



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Drive one.



ELECTRIC POWER-ASSISTED STEERING

Powered by an electric motor, advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. Works with active nibble control software to minimize rotational vibration, particularly at higher speeds. So taking on straightaways will be a smooth affair.



Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

Carves up curves. Smooths straightaways.

Yes, Fiesta puts you assertively in the driver's seat. And you'll seriously enjoy time spent there. Up front, its MacPherson-strut suspension features specially tuned shocks, struts, bushings and dampers – along with a **22-mm stabilizer bar** – to help keep Fiesta sure-footed and firmly planted in the corners. In the rear, a **twist-beam suspension** with specially tuned shocks deftly balances responsive handling with the need for a smooth ride. 15-in. wheels are standard. 15-in. or 16-in. aluminum wheels are available. Curves and straightaways are yours to discover.

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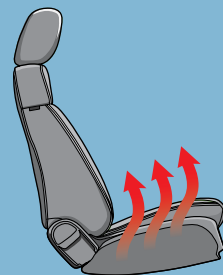
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Seats you in unmatched style.

With choices you won't find anywhere else in its class, style abounds inside the all-new Ford Fiesta.

Leather-trimmed seats¹ in your choice of Plum Red or Cashmere with Charcoal Black piping, or Charcoal Black with Cashmere-coloured piping. Heated front seat cushions.¹ **Ambient lighting** that lets you choose from 7 hues.¹ All class exclusives. And all ready to impress. For those moments when style takes 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 Fiesta, you've got choices. Not compromises.



HEATED SEATS

In cloth on Fiesta SE front seats with the available Winter Package. Standard on Fiesta SEL/SES front seats in cloth or available leather trim.



Fiesta SES Hatchback • Charcoal Black Leather Trim • Cashmere-Coloured Piping • Available Equipment

¹Optional. Availability varies by model. See your Ford of Canada Dealer for details.

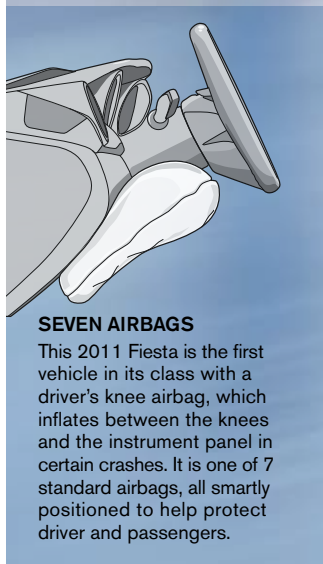
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Keeps you covered. Even your knees.

A class-exclusive driver's knee airbag, one of **7 standard airbags on Fiesta**, is just one element of its **complete safety story**. Dual-stage front airbags, front-seat side airbags and side-curtain airbags blanket the whole passenger compartment in protection. **Ultra-high-strength steel** helps reinforce the frame. And AdvanceTrac® ESC (electronic stability control) helps you stay on track. In terms of safety, Fiesta's got you covered.



SEVEN AIRBAGS

This 2011 Fiesta is the first vehicle in its class with a driver's knee airbag, which inflates between the knees and the instrument panel in certain crashes. It is one of 7 standard airbags, all smartly positioned to help protect driver and passengers.

ULTRA-HIGH-STRENGTH BORON STEEL

Incredibly strong. Remarkably lightweight. Used in critical areas of the body structure to help protect occupants in the event of a collision.

FRONT-SEAT SIDE AIRBAGS

Deploy in certain side-impact collisions. Offer an extra measure of chest protection for the driver and front passenger.

SIDE-CURTAIN AIRBAGS

Deploy from the headliner to cover both rows of the vehicle in certain accidents.

1

ADVANCETRAC ESC

Standard. Helps you stay on track. Brings an uncompromising level of confidence to every drive.¹ In fact, according to a U.S. National Highway Traffic Safety Administration (NHTSA) study,² electronic stability control reduced single-vehicle passenger car crashes by 35% compared to similar models without the technology.

2

PERSONAL SAFETY SYSTEM™

Sensors trigger deployment of the dual-stage front airbags of the Personal Safety System. Additional sensors in the Front-Passenger Sensing System (FPSS) determine occupant weight and safety belt status to optimize deployment force.

4

6

INTEGRATED BLIND SPOT MIRRORS

Smartly integrated convex spotters alert you to vehicles entering your blind spot. See a vehicle there. Stay in your lane until it passes.

5

7

SPACE ARCHITECTURE®

Stands for Side Protection And Cabin Enhancement. Achieved by running a high-strength-steel cross-car beam between the door frames that helps divert crash forces underneath the seats and away from occupants.

Fiesta SES Hatchback • Lime Squeeze Metallic • Available Equipment

¹Remember 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. ²U.S. Department of Transportation study, Sept. 2004 (nhtsa.gov). Updated July 2007.

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Drive one.

Standard features

Mechanical

1.6L Ti-VCT Duratec® I-4 engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare
Easy Fuel® capless fuel filler
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes

Seating

5-person seating
4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat
Adjustable front head restraints
Adjustable rear-outboard head restraints
Centre rear head restraint
Cloth seats

Interior

Front and rear carpeted floor mats
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Power door locks
Steering wheel – 3-spoke
Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass
Body-colour door handles
Quad-beam halogen headlamps
Rear-window defroster
Windshield wipers – Intermittent

Safety & Security

AdvanceTrac® ESC (electronic stability control)
Child-safety rear door locks
Dual-stage front airbags ¹
Driver's knee airbag ¹
Front-seat side airbags ¹
Side-curtain airbags ¹
Front-Passenger Sensing System
Height-adjustable retractable safety belts
Safety belt pretensioners
SecuriLock® Passive Anti-Theft Engine Immobilizer System
Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque and Estimated Fuel Consumption Ratings²

1.6L Duratec I-4 engine

Horsepower	120 @ 6,350 rpm
Torque	112 @ 5,000 rpm
Manual transmission	7.1L/100 km city/ 5.3L/100 km hwy. (40 mpg city and 53 hwy.)
PowerShift 6-speed automatic transmission	6.9L/100 km city/ 5.1L/100 km hwy. (41 mpg city and 55 hwy.)
SFE Package with PowerShift 6-speed automatic transmission	6.8L/100 km city/ 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.

Dimensions & Capacities

Exterior 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	1,697 (66.8)	1,697 (66.8)
Width – Including mirrors	1,976 (77.8)	1,976 (77.8)

Interior mm (in.)

Front head room	993 (39.1)	993 (39.1)
Front shoulder room	1,339 (52.7)	1,339 (52.7)
Front hip room	1,285 (50.6)	1,285 (50.6)
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 hip room	1,250 (49.2)	1,250 (49.2)
Rear leg room	792 (31.2)	792 (31.2)

Capacities litres (cu. ft.)

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)	45.4	45.4

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Bluetooth is a registered trademark of Bluetooth SIG, Inc.

"SIRIUS", the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at siriuscanada.ca.

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S Sedan

Includes all standard features, plus:

Interior

AM/FM stereo and 4 speakers
Driver and front-passenger sun visors
Manual windows

Exterior

3-bar body-colour grille with lower chrome surround
15-in. steel wheels with covers
Power sideview mirrors with integrated blind spot mirrors



SE Sedan

Includes select S Sedan features, plus:

Interior

4-in. LCD display with message centre
Air conditioning
Ambient lighting
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Automatic locking doors
Driver and front-passenger seat back map pockets
Driver and front-passenger sun visors with vanity mirrors
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
SIRIUS Satellite Radio with 6-month prepaid subscription
Unique cloth seats

Exterior

3-bar chrome grille
Remote Keyless Entry System



SEL Sedan

Includes select SE Sedan features, plus:

Interior

Auto-dimming rearview mirror
Cruise control
Ford SYNC® voice-activated, in-vehicle connectivity system with USB input
Heated front seat cushions
Leather-wrapped steering wheel
Premium Sound System (6-speaker system with 2 midwoofers, 2 tweeters and 2 full-range speakers in rear)
Steering wheel-mounted audio controls
Upgraded door-trim inserts

Exterior

16-in. premium painted wheels
Chrome beltline and decklid mouldings
LED parking lamps with chrome surround
Power, heated sideview mirrors with integrated blind spot mirrors
Sideview mirror marker lamps



SE Hatchback

Includes all standard features, plus:

Interior

4-in. LCD display with message centre
Air conditioning
Ambient lighting
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Automatic locking doors
Driver and front-passenger seat back map pockets
Driver and front-passenger sun visors with vanity mirrors
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Removable package tray
SIRIUS Satellite Radio with 6-month prepaid subscription
Unique cloth seats

Exterior

15-in. steel wheels with cover
Body-colour grille
Rear spoiler
Rear windshield wiper
Remote Keyless Entry System



SES Hatchback

Includes select SE Hatchback features, plus:

Interior

Auto-dimming rearview mirror
Cruise control
Ford SYNC voice-activated, in-vehicle connectivity system with USB input
Heated front seat cushions
Leather-wrapped steering wheel
Premium Sound System (6-speaker system with 2 midwoofers, 2 tweeters and 2 full-range speakers in rear)
Steering wheel-mounted audio controls
Upgraded door-trim inserts

Exterior

16-in. premium painted wheels
Chrome beltline and decklid mouldings
LED parking lamps with chrome surround
Power, heated sideview mirrors with integrated blind spot mirrors
Sideview mirror marker lamps

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S Sedan

Optional features

Available Options and Packages

PowerShift 6-speed automatic transmission

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

Engine block heater

Exterior Colours

Oxford White	●
Ingot Silver Metallic	●
Blue Flame Metallic	●
Monterey Gray Metallic	●
Tuxedo Black Metallic	●

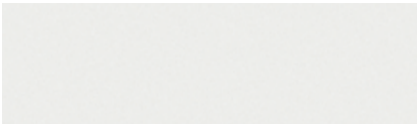
Interior: ● Charcoal Black cloth with Light Stone inserts

Interior Colour



15-in. Steel Wheels with Covers
Standard

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic

INTERIOR



Charcoal Black Cloth with Light Stone Inserts
Standard

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



Charcoal Black Cloth ▪ Light Stone Inserts
Available Equipment



Oxford White

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SE Sedan & Hatchback



Light Stone Cloth • Light Stone Inserts • Available Equipment



Hatchback • Lime Squeeze Metallic | Sedan • Monterey Gray Metallic

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SE Sedan & Hatchback Optional features

Available Options and Packages

PowerShift 6-speed automatic transmission

Engine block heater

Power moonroof

Sport Appearance Package includes 15-in. painted aluminum wheels, LED parking lamps, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback)

Super Fuel Economy (SFE) Package includes side-tire deflectors, underbody shields, lower grille blocker, cruise control, spare wheel with wheel cap, and rear spoiler on sedan (requires PowerShift 6-speed automatic transmission)

SYNC® & Sound Package includes 80-watt Premium Sound System with 6 speakers, and Ford SYNC®

Winter Package includes heated front seat cushions and heated sideview mirrors

Exterior Colours

Exterior Colours	Interior Colours		
Oxford White	●	●	●
Ingot Silver Metallic	●	●	●
Blue Flame Metallic		●	●
Monterey Gray Metallic	●	●	●
Tuxedo Black Metallic	●	●	●
Bright Magenta Metallic	●	●	
Lime Squeeze Metallic	●	●	●
Red Candy Metallic Tinted Clearcoat¹	●	●	

Interiors: ● Light Stone Cloth ● Charcoal Black Cloth
● Charcoal Black Cloth with Blue Inserts

¹Additional charge.

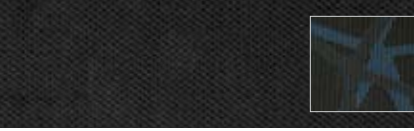
INTERIOR



Light Stone Cloth with Light Stone Inserts
Standard

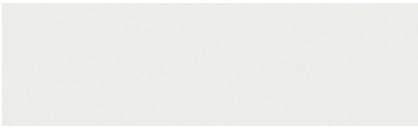


Charcoal Black Cloth with Charcoal Black Inserts
Standard



Charcoal Black Cloth with Blue Inserts
Standard

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat

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



15-in. Steel Wheels with Covers
Standard



15-in. Painted-Aluminum Wheels
Included with Sport Appearance Package

SEL Sedan & SES Hatchback



Charcoal Black Leather Trim • Cashmere-Coloured Piping • Available Equipment



Sedan • Blue Flame Metallic • Available Equipment | Hatchback • Yellow Blaze Metallic Tri-Coat • Available Equipment

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SEL Sedan & SES Hatchback Optional features

Available Options and Packages

PowerShift 6-speed automatic transmission
Engine block heater
Intelligent Access with push-button start
Leather-trimmed seats
Power moonroof

Exterior Colours

Oxford White	●	●	●	■	■
Ingot Silver Metallic	●	●	●	■	■
Blue Flame Metallic	●	●	●	■	■
Monterey Gray Metallic	●	●	●	■	■
Tuxedo Black Metallic	●	●	●	■	■
Bright Magenta Metallic	●	●	●	■	■
Lime Squeeze Metallic	●	●	●	■	■
Red Candy Metallic Tinted Clearcoat ¹	●	●	●	■	■
Yellow Blaze Metallic Tri-coat ¹	●	●	●	■	■

Interiors: ● Charcoal Black Cloth ● Charcoal Black Cloth with Blue Inserts
■ Charcoal Black Leather ■ Plum Red Leather ■ Cashmere-Coloured Leather

¹Additional charge.



16-in. Premium Painted Wheels
Standard

INTERIOR



Charcoal Black Cloth with Charcoal Black Inserts
Standard



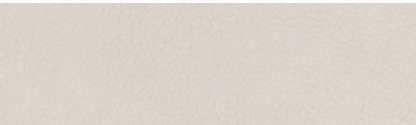
Charcoal Black Cloth with Blue Inserts
Standard



Charcoal Black Leather with
Cashmere-Coloured Piping – Optional

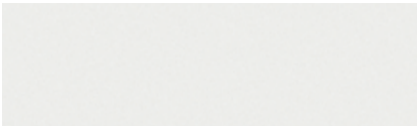


Plum Red Leather with
Charcoal Black Piping – Optional



Cashmere-Coloured Leather with
Charcoal Black Piping – Optional

EXTERIOR



Oxford White



Ingot Silver Metallic



Blue Flame Metallic



Monterey Gray Metallic



Tuxedo Black Metallic



Bright Magenta Metallic



Lime Squeeze Metallic



Red Candy Metallic Tinted Clearcoat



Yellow Blaze Metallic Tri-coat

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

Unexpected features.



A. Brighten your outlook with a power moonroof, available on Fiesta SE/SEL/SES models.

B. Standard (on SE/SEL/SES) ambient lighting features 7 colour choices that illuminate from within the front cupholders and front and rear footwells to help you create any mood. Enhance it even more with available leather-trimmed seats with contrast piping.

C. Under a rear cargo cover that raises with the hatch, Fiesta hatchback models offer hidden storage that helps keep your belongings out of sight.

D. With Fiesta's available Intelligent Access key tucked away in a purse or pocket, simply depress the brake pedal and push-button start. You're off.

E. Standard integrated blind spot mirrors help alert you to vehicles entering your blind spots. Keeping them clear is essential. Heated sideview mirrors, available in the Winter Package on SE and standard on SEL/SES models, help to quickly eliminate ice and snow buildup.

F. The standard Easy Fuel® capless fuel filler helps hands stay clean. No cap required.

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Appealing accessories.

Also available:

Electronics

Remote Start Systems
Portable Navigation Systems by Garmin®²
Vehicle Security System
Keyless Entry Keypad
Wiper De-Icer and Debris Cleaner by Wiper Shaker²

Exterior

Side Window Deflectors
Racks and Carriers by THULE®²
Splash Guards
Rear Bumper Protector
Locking Fuel Plug

Interior

Illuminated Gear Shift Knob⁴
Leather Gear Shift Knobs⁴
Stainless Steel Door Sill Plates
Light Kit
Reversible Cargo Mat
Soft Cargo Organizers (Large and Standard Sizes)
Soft Cargo Cooler Bag
Cargo Area Protector
Cargo Net by Las-Stik²
All-Weather Floor Mats
Ash Cup/Coin Holder with or without Lighter Element

Wheels

Wheel Locks

²Ford Licensed Accessories.

³Only available on hatchback.

⁴Only available on manual transmission-equipped vehicles.

Garmin is a registered trademark of Garmin Ltd.

THULE is a registered trademark of Thule Sweden AB.



Body Kit by 3dCarbon,^{2,3} LED Parking Lamps and "Fiesta Tattoo" Bodyside Graphics



Illuminated Door Sill Plates



Rear Roof Spoiler³



Sport Pedals⁴



Armrest by Polytec Foha² (late availability)



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.



"Fiesta Tattoo" Bodyside Graphics

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Drive one.

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 New Vehicle Basic 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.

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre
1-800-565-3673

Ford Credit Customer Service Centre
1-877-636-7346



Drive smart.

With available features like Ford SYNC[®], adaptive cruise control, Easy Fuel[®] and MyKey^{™1}, Ford cars and utility vehicles offer you more innovative and easy-to-use technology than ever before.



Drive green.

Ford offers 30 vehicles that get 8.3L/100 km (34 mpg) highway or better.²



Drive quality.

The ultimate proving ground for Ford's quality commitment is your driving experience. Drive one and you'll feel it.



Drive safe.

Ford has received more NHTSA 5-Star ratings than any other brand... ever.³

¹MyKey and adaptive cruise control not available on 2011 Fiesta. ²2011 and 2010 model year ratings: 8.3L/100 km highway and 12.7L/100 km city or better on 30 vehicles, based on powertrain and body style. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary based on road conditions, vehicle loading, vehicle equipment and driving habits. ³Historic brand totals. 2011 model year to be tested. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

Please note: The electronic version of the Ford of Canada vehicle brochure is a condensed version of the original printed version.

Competitive comparisons are based on 2010 competitive models, publicly available information and Ford data at the time of printing of the 2011 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 2011 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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