

2012 Fiesta Overview

Ford Fiesta Adds Stylish Design Package Enhancements for 2012

- Ford Fiesta delivers up to an EPA-rated 40 mpg on the highway while offering technology, convenience features and connectivity to rival larger cars
- Fiesta is a fun-to-drive small car that is big on safety, with a class-exclusive driver's side knee airbag, smart restraints and high-strength steel in its rigid structure
- For 2012, Fiesta offers several new interior style and sport appearance packages to complement its distinctive kinetic design

The Ford Fiesta – all-new for 2011 – continues as the no-compromise small car choice with class-leading fuel economy, distinctive design and strong driving dynamics.

Fiesta offers class-exclusive technologies and first-to-market features such as hands-free SYNC® with voice-controlled Travel, Directions and Information and Pandora internet radio app. It also gets push-button start, six-speed PowerShift automatic transmission, and heated and leather-trimmed seats with fashionably contrasting piping.

“Fiesta has truly been a One Ford global success,” said Global B-Platform Chief Engineer Steve Pintar. “The car has met strong consumer demand in mature and emerging markets alike. In North America, Fiesta changed the game by upping the ante for small cars by offering drivers an unprecedented array of comfort, convenience and connectivity technologies.”

New for 2012

Fiesta enters the 2012 model year in North America with two new interior style packages, an expanded sport appearance package and the across-the-board addition of an integrated blind spot sideview mirror and driver's seat armrest.

Built for the road yet inspired by the runway, Fiesta adds fashionable interior style packages that include two-tone leather-trimmed seats with harmonizing door trim inserts, color-coordinated steering wheel and instrument panel trim, premium carpet floor mats with the Fiesta logo proudly embroidered in front and a leather-wrapped gearshift knob.

These packages are available on the range-topping SEL sedan and SES hatchback models in two distinctive color combinations. The Race Red package combines red and black leather-trimmed seating and door panels with red steering wheel and instrument panel trim. The Arctic White package mixes the timelessly classic tuxedo black and white color scheme with a similar layout. The result is a strikingly distinctive passenger cabin design with the luxury of leather-trimmed surfaces and high-quality appointments.

An expanded premium sport appearance option for Fiesta SES hatchback models also makes its debut for 2012. Specifying this option adds 16-inch polished alloy wheels and black headlamp surrounds, auxiliary LED lamp surrounds, lower grille surround, sideview mirrors, window surrounds and rear spoiler. These blacked-out accents and special sporty wheels contrast with the vibrant colors in the Fiesta palette, enhancing the distinctive kinetic design.

In addition, the premium sport appearance package adds a 4.25 to 1 final drive ratio on five-speed models, for enhanced off-the-line acceleration.

All 2012 Fiesta models now add integrated spotter mirrors into the sideview mirrors. These spotter panes are incorporated into the outboard edges of the side door-mounted mirrors to enhance driver visibility in potential blind spots.

Fiesta will continue to offer interior and exterior design packages to keep consumer offerings fresh and brimming with vibrant personality.

Quality

Ford Fiesta quality is showcased by its distinctive kinetic design cues, an interior quietness that rivals larger cars and driver-engaging driving dynamics.

Fiesta is the initial North American representation of Ford's signature kinetic design language – a new look evocative of motion and the experience of dynamic driving – used across the global Ford portfolio of smaller vehicles.

Employing elongated dragon's eye headlamps sweeping gracefully into the muscular front fenders and hood, Fiesta is sporty yet accessible and inviting. The kinetic theme continues in the interior design, with the instrument panel and center stack combining to provide visual identity and distinction.

Fiesta interior quietness is taken to a new level for the small car segment, aided in part by inclusion of a specially laminated windshield – a class-exclusive – that helps absorb and contain road and wind noise.

Powertrain noise is subdued and wind noise at speed is minimized by optimization of door seals. Special sound-absorbing padding behind the instrument panel and foam baffles inside the roof pillars help keep the Fiesta cabin quiet and serene. Even the headliner material has been specified for its sound-deadening qualities.

Fiesta offers superior driving dynamics with communicative electric power-assisted steering (EPAS), optimized dampers, bushings and springs to provide a comfortable ride – all balanced with enthusiast-pleasing handling characteristics.

Green

Fiesta is powered by an advanced 1.6-liter four-cylinder engine delivering 120 horsepower and 112 lb.-ft. of torque. This smooth, responsive yet economical engine can be mated to an available PowerShift six-speed automatic transmission. For buyers preferring the control of a stick shift and clutch pedal, a five-speed manual transmission is fitted as standard.

Fiesta's four-cylinder engine is enhanced by the inclusion of twin independent variable camshaft timing (Ti-VCT). This innovation helps the no-compromise Fiesta generate additional power, increases fuel economy, and reduces part-throttle emissions by optimization of valve opening and closing overlap. Managing these events with influence from throttle position and vehicle speed helps the engine to breathe and perform at peak efficiency at all times.

The Ford PowerShift transmission – yet another Fiesta class-exclusive – is a dual-clutch, direct-shift six-speed transmission that eliminates the need for a heavy torque convertor. This world-class gearbox provides quick shifts across six optimally spaced gears to deliver swift acceleration and low engine speeds while cruising. Reduced internal friction and weight help PowerShift to increase Fiesta fuel economy, too.

For buyers placing top priority on fuel economy, Fiesta SE sedans and hatchbacks can be specified with a Super Fuel Economy (SFE) package combining the PowerShift automatic transmission, a rear spoiler, side air deflectors, underbody shields, lower grille blockers, low-rolling-resistance tires and cruise control.

Safe

No other car in Fiesta's segment offers as many airbag restraints or the Trinity front crash structure. That is why the no-compromise Fiesta was named a Top Safety Pick by the Insurance Institute for

Highway Safety (IIHS).

Fiesta – a small car that is big on safety – features a class-leading array of seven airbags including a class-exclusive driver’s knee airbag, Tire Pressure Monitoring System (TPMS), four-wheel anti-lock brakes and Ford’s acclaimed AdvanceTrac® with electronic stability control to help drivers keep the vehicle in control under a wide variety of dynamic driving conditions.

Like larger Ford vehicles, Fiesta employs the Trinity front crash structure to help prevent occupant injuries in a frontal crash incident. The first element is the boron steel front beam to absorb initial crash force. Boron steel shotgun rails then transmit impact forces to the Fiesta’s rigid roof structure. The third element is the decoupling engine cradle, shearing to drop the powertrain to help prevent intrusion into the passenger cabin under impact.

Smart

Fiesta delivers value, style and class-leading fuel economy without asking a driver to compromise on technologies that add connectivity and convenience.

Fiesta is offered with Ford’s acclaimed SYNC® voice-activated communications and entertainment system, including 911 Assist™, Vehicle Health Report and Traffic, Directions and Information services. In addition, buyers can choose from a variety of entertainment sources, from an AM/FM stereo with a CD player, a standard audio input jack, a USB port and 80 watts of premium sound through six speakers.

Class-exclusive ambient lighting allows Fiesta drivers to choose among seven interior accent lighting colors.

Fiesta provides unmatched convenience within its segment, offering remote keyless entry, driver’s one-touch power window control, first-row heated seats, Intelligent Access with push-button start, steering wheel-mounted supplemental audio controls and an electrochromic (auto-dimming) rearview mirror.

Production location

North American Fiesta models are built at Ford’s Cuautitlan, Mexico assembly plant.