Electrified and Upgraded Ford Fiesta – Even Better Fuel Economy, More Fun to Drive and More Technology

- Ford introduces electrified powertrain to top-selling Fiesta;EcoBoost Hybrid48-volt techdelivers5 per centfuel efficiency improvement, enhancesfun to drive character
- Adaptive Cruise Control with Stop & GoandSpeed Sign Recognitionintroduced to help drivers negotiate city and highway trafficwith greaterconfidence
- FordPass Connect modemhelpsdeliver seamless ownership experience and enablesfeatures includingremote locking and unlocking via the FordPass mobile app

COLOGNE, Germany, June 8, 2020–The popular Ford Fiesta compact hatchback – the automaker's best-selling model in Europe – is now available to order with an electrified powertrain for the first time, Ford today announced.

Ford EcoBoost Hybrid powertrains will deliver enhanced fuel efficiencyfor Fiesta driverswhile complementing Ford's "fun to drive" experience with more powerful,responsive performanceand in-gear acceleration.

The 48-volt mild hybrid technologyis introduced alongside sophisticated new driver assistance technologies including Adaptive Cruise Control with Stop & GoandSpeed Sign Recognition, designed to deliver less stressful driving experiences on highways and around town.1

"AddingEcoBoostHybrid technologyto Fiesta's best-in-class driving dynamics means customers can have even more power and still go further on a tank of fuel,"said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe."The Fiesta EcoBoost Hybrid will help Ford bring the benefits of electrificationto more drivers than everbefore."

Ford is committed to offering an electrified version of every passenger vehicle it brings to market in Europe and will grow its range of electrified vehicles in Europe to 18 on sale before the end of 2021.

Fiesta's non-hybrid powertrains are also further enhanced with the latest generation 1.0litre#EcoBoost petrol engine and a new seven-speed dual-clutch automatic transmission,for optimised fuelefficiency and CO2emissions.2

In addition, Fiesta is now better connected than ever following the introduction ofastandard FordPass Connectmodem enablinga range offunctionsto make the ownership experience easier and more rewarding using the FordPass mobile app.3

The diverse Ford Fiesta rangeincludes the stylish Fiesta Trend and Fiesta Titanium, SUV-inspired Fiesta Active crossover, sporty Fiesta ST-Line and upscale Fiesta Vignaleinthree-and five-doorbody styles depending on variant. Ford sold227,100Fiestas in Europe in 2019.

EcoBoost Hybridefficiency

Fiestadrivers can now benefit from Ford's sophisticated EcoBoost Hybrid technology, first introduced forpassenger vehicle customers inthe new Ford Pumacrossoverin late 2019.

Available in 125 PS and 155 PS power outputs, Fiesta EcoBoost Hybrid models feature abelt-driven integrated starter/ generator (BISG)in place ofthe standard alternator, enabling recovery and storage of energy usually lost during braking and coasting to charge a 48-volt lithium-ion air-cooled battery pack.

The BISG also acts as a motor, integrating with the engine and using the stored energy to provide torque assistance during normal driving and acceleration, as well as running the vehicle's electrical ancillaries.

The intelligent, self-regulating mild-hybrid system continuously monitors how the vehicle is being used to determine when and how intensively to charge the battery for optimal benefit, and when to utilise the stored battery charge using one of two strategies:

- Torque substitution, which deploys the electric motor functionality of the BISG to provide up to24Nm of torque – reducing the amount of work required from the petrol engineandcontributingto CO2emissions from91g/ km NEDC(112g/kmWLTP)and fuel efficiencyfrom 4.0 l/100 kmNEDC(from5.0l/100 kmWLTP).Using torquesubstitution,the 125#PS EcoBoost Hybrid delivers a fuel efficiency improvement of 5 per centcompared to the traditional petrol 125 PS 1.0-litre EcoBoost engine (NEDC), and up to 10 per cent in city driving scenarios according to Ford data

- Torque supplementation, which deploys the electric motor functionality of the BISG to increase thepeaktorque available from the powertrain by up to20 Nm above the level available from the petrol engine alone –delivering 240 Nm for the 155 PS powertrainandup to 50 per cent more torque at lower rpm

The BISG alsohasenabled Ford engineers to lower the 1.0-litre EcoBoost engine's compression ratio and add a larger turbocharger for more power, by mitigating turbo-lag using torque supplementation that also rotates the engine faster for maintained turbocharger boost response.

Themore powerfulBISG also enables theFiestaEcoBoost Hybrid's Auto Start-Stop technology to operate in a wider range of scenarios for even greater fuel savings, including when coasting to a stop below25 km/h (15mph) and even when the vehicle is in gear with the clutch pedal depressed.

Both Fiesta EcoBoost Hybrid and traditional petrol powertrains–available with 95#PS and 125#PS power outputs–now utilise the latest generation of the multi-award-winning 1.0-litre EcoBoost engine featuringcylinder deactivation.

The technologyfurther enhances fuel efficiency byautomatically switchingoff one of the cylinders when full capacity is not needed, such as whencoasting orcruisingwith light demand on theengine andcan disengage or re-engage one cylinder in 14 milliseconds with no compromise in performance or refinement.

Fiesta's125 PS 1.0-litre EcoBoost enginecan now also be specified with a newseven-speed dual-clutchautomatictransmissionthatoffers seamless gear changes for optimised refinement and fuel efficiencyimprovements of up to15per centcompared to the out-going100 PS 1.0litreEcoBoostsix-speedautomaticconfiguration(NEDC)–despiteoffering25 per centmorepower.An 85 PS 1.5-litre TDCi diesel engine is also offered for high-mileage drivers.

Advanced and connectedFiesta

Technologies introduced to Fiesta for the first time deliver a more refined, relaxing and connected driving experience–help driversnegotiate stop-start and highway traffic with greater confidence than ever before.

AvailableAdaptive Cruise Control (ACC) with Stop & GoandSpeed Sign Recognition helps the vehicle maintain a comfortable driving distance from vehicles ahead. The system also helps reduce stress during long road trips and can adjust the vehicle speed to within legal limits by monitoring the roadside and overhead gantries for speed signs.

Stop & Go – available with theseven-speeddual clutchautomatic transmission – enables the ACC system to bring the vehicle to a complete halt in stop-starttrafficand automatically pull away if the stopping duration is less than 3 seconds. For stopping durations greater than 3#seconds, the driver can push a steering wheel button or gently apply the accelerator to pull away.

StandardFordPass Connect modem technology allows customers to remotely control a selection of vehicle features from any locationvia their smartphone and the FordPass app. In addition to helping drivers plan faster, less stressful journeys with Live Traffic updates for theavailablenavigation system,customers can operateDoor Lock/Unlock,Remote Start4forFiestamodels withseven-speed automatic transmission,Vehicle Locator,and Vehicle Status for checking fuel level, alarm status, tyre pressures, oil life and more.

Fiesta's SYNC 3 communications and entertainment system5isalso updated to be moreintuitiveand easierto use, with anew user interfacethatfeatures larger buttons displayed onthe8-inch colour touchscreen.Apple CarPlay and Android Auto™ compatibility remain included free-of-charge.Anewwireless charging padalso is offered,helpingoccupantseffortlessly chargesmartphones on the move.

Further updates for the Fiesta range include:

- Perpendicular Park Assist functionalitynow added toActive Park AssistforFiesta Active and ST#Line variants, helping drivers parkhands-freeside-by-side with other cars
- Cross Traffic Alertenhanced with Active Braking, toprovidedrivers witha warning when reversing of vehicles that may soon be crossing behind them, and now able toapply the brakes to avoid or mitigate the effects of collisions if drivers do not respond to warnings
- NewSport and TrailSelectable Drive Modes added to theexistingNormal, Eco and Slipperymodes for theFiesta Active, helpingdriversfully exploit Fiesta's fun to drive character andmore easily tackle soft and deformable surfaces
- Fiesta'savailablepremium B&O Sound System sub-wooferisrelocated to the wheel archto maximiseluggage spaceandmakea spare wheel available in combination withtheB&O#Sound System

"Fiesta is now easier toenjoy than ever. With FordPass Connect you can lock and unlock, find where you parked, check your last trip and make sure you have enough fuel for yournext journey all from the palm of your hand, so you're always ready to go,"de Waard said.

# # #

Fiesta	Power (PS)	CO2from

		(g/km NEDC)	Fuel consumption from(l/100 km NEDC)	CO2from (g/km WLTP)	Fuel consumption from (l/100 km WLTP)
1.0-litre EcoBoost 6-speed manual	95	94	4.1	114	
					5.0
1.0-litre EcoBoost 6-speed manual	125	96	4.2	114	
					5.0

1.0-litre EcoBoost 7-speedauto	125	104	4.6	127	5.6
1.0-litre EcoBoostHybrid 6-speed manual	125	91	4.0	112	5.0
1.0-litre EcoBoostHybrid 6-speed manual	155	91	4.0	114	5.0
1.5-litre TDCi	85	94	3.6	114	4.3

6-speed manual

1Driver-assist features are supplemental to and do not replace the driver’s attention, judgement and need to control the vehicle

2The declared fuel/energy consumptions, CO2-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. Light Duty Vehicle type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) will have fuel/energy consumption and CO2-emission information for New European Drive Cycle (NEDC) and WLTP. WLTP will fully replace the NEDC latest by the end of the year 2020. The applied standard test procedures enable comparison between different vehicle types and different manufacturers. During NEDC phase-out, WLTP fuel consumption and CO2emissions are being correlated back to NEDC. There will be some variance to the previous fuel economy and emissions as some elements of the tests have altered, so the same car might have different fuel consumption and CO2emissions.

3Features may require activation

4In regions where permitted by law.

5Don’t drive while distracted. Use voice-operated systems when possible; don’t use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services.# Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visitwww.corporate.ford.com.

Ford of Europe

is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 45,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 59,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 19 manufacturing facilities (12 wholly owned facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.