Click here for a video introduction to the 2014 Ford Fiesta.

ST. Molten Orange Metallic Tri-coat. Available equipment.

Molten hot AND ultra-efficient.

ST. Molten Orange Metallic Tri-coat. Available equipment.

1EPA-estimated ratings: 27 city/38 hwy/31 combined mpg, 1.6L Ti-VCT I-4 manual, actual mileage will vary; 29 city/39 hwy/32 combined mpg, 1.6L Ti-VCT I-4 automatic, actual mileage will vary; 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package, actual mileage will vary; 26 city/35 hwy/29 combined mpg, 1.6L EcoBoost® I-4, actual mileage will vary.
Behind the wheel of the all-new 2014 Fiesta ST, the rush is always on. Its 1.6L EcoBoost® I-4 engine delivers 197 horsepower for potent acceleration. An “overboost” feature can extend peak torque for up to 17 seconds at a time. And a 6-speed manual trans with leather-wrapped shift knob lets you stick every shift. Supportive bolsters on the RECARO® partial leather-trimmed front seats grip you firmly, as the sport suspension architecture with European-inspired tuning and 17” summer performance tires help keep ST planted. Enjoy the growl from EcoBoost that’s piped into the cabin through the sound symposer, or the boom of its 8-speaker Audio System from Sony.® Time to get this party started – ST style. No supplements, additives or nitrous required.

1 Figures achieved using 93-octane premium fuel. 2 Available feature. 3 Horsepower and torque. Class is High Performance Subcompact Manual Cars.
Hug corners. Pass pumps.

“Fiesta is securely on the fun-to-drive side of the ledger,” says TheCarConnection.com. And Fiesta SE with SFE Package has a best-in-class EPA-estimated rating of 41 mpg hwy. Assertive, nimble and highly responsive, Fiesta helps you explore your world in style. Electric power-assisted steering improves low-speed feel and highway response. AdvanceTrac® electronic stability control (3 modes on Fiesta ST) helps each wheel stay firmly planted. Under the hood, a 1.6L I-4 engine with twin independent variable camshaft timing (Ti-VCT) adds precision, contributing to fuel efficiency or power output as your input demands.

1EPA-estimated rating: 30 city/41 hwy/34 combined mpg, 1.6L Ti-VCT I-4 with SFE Package. Actual mileage will vary. Class is Subcompact Cars vs. 2013 competitors.
Attract more followers.

Drive by in a 2014 Fiesta and people will take notice. Outside and in, there’s plenty new to “Like.” A chrome-accented grille. Sleekly tailored headlamps. Chiseled hood. “Fiesta is one of the most attractive subcompacts on the market,” says AutoGuide.com. In the back, a new spoiler on the rear hatch and sculpted taillamps signal change as well. Inside, surprising levels of technology make staying connected easy. With this magnitude of attraction, just watch your social network grow. Downtown. Uptown. Wherever Fiesta travels.

Enhance your connections.

It’s easy with voice-activated Ford SYNC® with 911 Assist.® SYNC delivers hands-free calls, Bluetooth®-streaming music and more with simple voice commands. Once paired, it can download your contacts and play music from your phone, MP3, USB or iPod®. Just touch a button on the steering wheel and say things like “Call: Amy” or “Play playlist: Road Jams.”

SYNC AppLink™ lets you control Pandora®, iHeartAuto™, MLB.com At Bat® and select other apps by voice too. Take your connections to the next level in Fiesta. SYNC. Say the word.
Expand your view.

Via the 6.5” color LCD touch screen of SYNC® with MyFord Touch®. Incoming text? Let the system read it aloud from your paired phone. With HD Radio™ Technology² and iTunes® tagging, simply touch the shopping cart icon when a new favorite tune is playing to mark it for purchase later. SiriusXM Satellite Radio includes a 6-month trial subscription that brings you over 130 channels including commercial-free music, sports, news, talk, comedy and entertainment. Pair it with the voice-activated Navigation System,² which includes SiriusXM Traffic and Travel Link as part of the trial, and you'll have the ability to look up fuel prices, check local and national weather, and get detailed information on traffic speed, accidents, construction and road closings. Your world. Fiesta. Together at last.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Available feature.
Fill it with your life.

A few friends. Your favorite gadgets. That vintage resale shop find. They'll all be at home here. New, sport-bolstered front seats can be fitted with cloth or leather trim! Keep your smartphone close in the full center console with padded armrest! On Titanium and ST, HD Radio™ rocks the 8 speakers of an Audio System from Sony®. In the rear, a 60/40 split rear seat folds down, opening up additional room for gear. Pass-through access from the trunk increases versatility in sedan models.
Layer for protection.

Good advice that still applies today. Underneath the aerodynamic shape of Fiesta, its first protective layer is a rigid safety cage. High-strength and ultra-high-strength boron steel work with SPACE (Side Protection And Cabin Enhancement) Architecture to help divert crash forces away from occupants. Next, 7 standard airbags include front-seat side airbags and side curtains. Beyond that, Ford SYNC® with 911 Assist® uses your phone to call 911 in the event of airbag deployment, and can even give the operator an urgent message for you. Underpinning it all, AdvanceTrac® electronic stability control helps keep all 4 wheels firmly planted. No wonder Fiesta earned the highest possible rating from the IIHS 3 years in a row (2011-2013).
Enrich the ambience.

With features that energize every drive, you’re free to be yourself in Fiesta. Choose your color of the day with ambient lighting! Set speed and volume controls for when others are driving your Fiesta; open up to the sky; charge your phone or digital media player on the go; see what’s behind as you slowly back up; even heat your front seats! And with the Easy Fuel® capless fuel filler, you’ll never leave your gas cap behind. You don’t need one.

1Available feature.
Fiesta Specifications

Standard Features

Mechanical
- Anti-Lock Brake System (ABS)
- Easy Fuel® capless fuel filler
- Electric power-assisted steering (EPAS)
- Front-wheel drive (FWD)
- Suspension – Front: Independent MacPherson strut
- Suspension – Rear: non-independent twist-beam

Seating
- 6-way manual driver’s seat
- 4-way manual front-passenger seat
- 60/40 split-fold rear seat

Interior
- 12-volt front powerpoint
- Air conditioning
- Auxiliary audio input jack
- Bottle/cupholders (3 front, 1 rear)
- Driveaway auto door locks
- Front carpeted floor mats
- Front doors with map pocket and cupholder
- Front-passenger seat back map pocket
- Power door locks
- Rear vents
- Tilt/telescoping steering column

Exterior
- Acoustic-laminate solar-tinted glass
- Body-color door handles
- Quad-beam halogen headlamps
- Rear-window defroster
- Rear-window wiper with washer (hatchback)
- Windshield wipers – Front: intermittent

Safety & Security
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags, 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® electronic stability control and Hill Launch Assist
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Driver’s knee airbag®
- Front-seat side airbags®
- SecuriLock® Passive Anti-Theft System
- Side-curtain airbags®
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System (excludes spare)

Electronics
- Audio upgrade by KICKER®
- Bumper-mounted warning sensor systems
- Keyless entry keypad
- Portable DVD rear-seat entertainment systems
- Vehicle Security System
- Windshield wipers – Front: intermittent

Wheels
- 16” polished wheels
- Wheel lock kits

Fiesta Specifications

Engines/EPA-Estimated Ratings & Dimensions

1.6L Ti-VCT I-4
- 120 hp @ 6,350 rpm
- 112 lb.-ft. of torque @ 5,000 rpm
- 5-speed manual
- 27 city/38 hwy/31 combined mpg
- PowerShift 6-speed automatic
- 29 city/39 hwy/32 combined mpg
- SFE Package with PowerShift 6-speed automatic
- 30 city/41 hwy/34 combined mpg

1.6L EcoBoost® I-4
- 197 hp @ 6,000 rpm
- 202 lb.-ft. of torque @ 4,200 rpm
- 6-speed manual
- 26 city/35 hwy/32 combined mpg

Exterior
- Sedan/Hatchback/ST
- Wheelbase 98.0”
- Length 173.5”/159.7”/160.1”
- Height 58.1”/58.1”/57.2”
- Width – Mirrors folded 71.6”
- Width – including mirrors 77.8”

Interior
- Head room – Front 39.1”
- Head room – Rear 37.1”/37.2”/37.2”
- Shoulder room – Front 52.7”
- Shoulder room – Rear 49.0”
- Hip room – Front 50.6”
- Hip room – Rear 49.2”
- Legroom – Front 42.2”
- Legroom – Rear 31.2”

Capacities (cu. ft.)
- Passenger volume 85.1
- Luggage capacity (sedan) 12.8
- Cargo volume behind front seats (hatchback/ST) 25.4
- Cargo volume behind rear seats (hatchback/ST) 14.9/10.1
- Fuel tank (gal.) 12.4

Always wear your safety belt and secure children in the rear seat. Figures achieved using 93-octane premium fuel.
### Available Options & Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cargo Management Package</td>
<td>Includes cargo net and foldable soft cargo organizer</td>
</tr>
<tr>
<td>Exterior Protection Package</td>
<td>Includes rear bumper protector, and molded splash guards for front and rear</td>
</tr>
<tr>
<td>Fiesta Lower Door Stripe Graphic Package</td>
<td>Includes black all-weather floor mats for front and rear, and cargo</td>
</tr>
<tr>
<td>Interior Protection Package</td>
<td>Includes black all-weather floor mats for front and rear, and cargo</td>
</tr>
<tr>
<td>Keyless entry keypad</td>
<td>Keyless entry keypad</td>
</tr>
<tr>
<td>Power moonroof</td>
<td>Power moonroof</td>
</tr>
<tr>
<td>PowerShift 6-speed automatic transmission</td>
<td>with SelectShift capability</td>
</tr>
<tr>
<td>Smoker’s Package</td>
<td>Includes side air deflectors, underbody shields, lower grille blocker,</td>
</tr>
<tr>
<td></td>
<td>15&quot; steel wheels with silver-painted covers, and decklid spoiler on sedan</td>
</tr>
<tr>
<td></td>
<td>(requires PowerShift 6-speed automatic transmission and 201A; late availability)</td>
</tr>
</tbody>
</table>

### Smoker’s Package

- Includes side air deflectors, underbody shields, lower grille blocker.
- 15" steel wheels with silver-painted covers, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 201A; late availability).

### Voice-activated Navigation System

- Available with 6.5" LCD color touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks; SiriusXM Satellite Radio; unique Sport cloth seats with contrast stitching; driver’s seat manual lumbar; leather-wrapped shift knob (manual only); 16" Sparkle Silver-painted aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel.

### SYNC Services

- Includes MyFord Touch® with 6.5" LCD color touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks; SiriusXM Satellite Radio; unique Sport cloth seats with contrast stitching; driver’s seat manual lumbar; leather-wrapped shift knob (manual only); 16" Sparkle Silver-painted aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel.

### Key Features

- **SE Sedan/Hatchback**
  - Equipment Group 100A includes all standard features, plus:
    - Mechanical
      - 1.6L Ti-VCT I-4 engine
      - 5-speed manual transmission
      - Compact spare
      - Power front disc/rear drum brakes
      - Torque Vectoring Control
    - Seating
      - Adjustable front and rear head restraints
      - Cloth seats
    - Interior
      - 3-spoke steering wheel
      - AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts
      - Day/night rearview mirror
      - Driver and front-passenger sun visors with vanity mirrors
      - Ford SYNC® voice-activated, in-vehicle connectivity system and USB port with SYNC Services® for Traffic, Directions and Information
      - Manual windows
      - Multifunctional digital display in center stack
    - Exterior
      - 15" steel wheels with silver-painted covers and P195/65R15 tires
      - Body-color power sideview mirrors with integrated blind spot mirrors
      - Carbon Black grille with chrome bars and surround
      - Liftgate spoiler (hatchback)
    - Available Options & Packages
      - Cargo Management Package includes cargo net and foldable soft cargo organizer
      - Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only)
      - Fiesta Lower Door Stripe Graphic Package
      - Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector
      - Keyless entry keypad
      - Power moonroof
      - PowerShift 6-speed automatic transmission with SelectShift capability
      - Smoker’s Package
        - Includes side air deflectors, underbody shields, lower grille blocker.
        - 15" steel wheels with silver-painted covers, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 201A; late availability).
      - Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription (requires 201A)

- **Fiesta Lower Door Stripe Graphic Package**
  - Includes Fiesta Lower Door Stripe Graphic Package.

### SE Appearance Package

- Available Equipment Group
  - Equipment Group 201A – SE Appearance Package includes MyFord Touch® with 6.5" LCD color touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks; SiriusXM Satellite Radio; unique Sport cloth seats with contrast stitching; driver’s seat manual lumbar; leather-wrapped shift knob (manual only); 16" Sparkle Silver-painted aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and aluminum compact spare wheel.

### 15" Steel with Silver-Painted Covers

- Included: SFE Package

### 15" Sparkle Silver-Painted Aluminum

- Standard: SE
- Included: SE Appearance Package

### 16" Sparkle Silver-Painted Aluminum

- Included: SE Appearance Package

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1SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.
Titanium Sedan/Hatchback

Equipment Group 300A
Includes select SE features, plus:

Seating
Adjustable lumbar support for driver’s seat
Heated front seats
Leather-trimmed seats
Upgraded door-trim inserts

Interior
Audio System from Sony® with 8 speakers and HD Radio™ Technology
Auto-dimming rearview mirror
Chrome shifter bezel (automatic)
Electronic automatic temperature control
Intelligent Access with push-button start (2 key fob transmitters)
Rear view camera
SiriusXM Satellite Radio with 6-month trial subscription
SYNC® with MyFord Touch® with 6.5” LCD touch screen in center stack, and media hub with 2 USB ports, SD card reader and audio/video input jacks

Exterior
16” premium Sparkle Nickel-painted aluminum wheels with P195/50R16 tires
Chrome beltline and decklid moldings
Chrome headlamp bezels
Fog lamps with chrome surrounds
Heated sideview mirrors
Plano Black-painted lower grille with chrome surround
Reverse Sensing System

Available Options & Packages
Cargo Management Package includes cargo net and foldable soft cargo organizer
Exterior Protection Package includes rear bumper protector, and molded splash guards for front and rear (hatchback only)
Fiesta Lower Door Stripe Graphic Package
Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector
Power moonroof
PowerShift 6-speed automatic transmission with SelectShift® capability
Smoker’s Package
Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription


Electronic automatic temperature control.
Audio System from Sony with 8 speakers and HD Radio Technology.
Heated sideview mirrors.

Click here to see what’s “new” about the 2014 Fiesta Titanium.
**ST Hatchback**

**Equipment Group 400A**
Includes select ST features, plus:

**Mechanical**
- 1.6L EcoBoost® I-4 engine
- 3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)
- 6-speed manual transmission
- Enhanced Torque Vectoring Control
- Full-size spare (15” x 6”)
- Power front and rear disc brakes with performance low-metallic compound brake pads
- Unique ST sport suspension

**Seating**
Cloth sport seats with ST logo

**Interior**
- Aluminum sport pedal covers
- Audio System from Sony® with 8 speakers and HD Radio™ Technology
- Electronic automatic temperature control
- Intelligent Access with push-button start (2 key fob transmitters)
- Leather-wrapped shift knob with chrome insert
- Rear carpeted floor mats
- SiriusXM Satellite Radio with 6-month trial subscription
- Sound symposer
- SYNC® with MyFord Touch® with 6.5” LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks
- Unique front door-sill scuff plates with ST logo
- Unique perforated leather-wrapped steering wheel with ST badge

**Exterior**
- 17” Sparkle Silver-painted aluminum wheels with summer performance tires
- Black headlamp bezels
- Fog lamps
- Modified front fascia with chin spoiler
- Rear diffuser
- Side rocker moldings
- Twin chrome exhaust tips
- Unique high-mounted rear spoiler

**Available Options & Packages**

**17” Rado Gray premium painted aluminum wheels with red-painted brake calipers**

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Smoker’s Package**

**ST RECARO Package** includes RECARO® partial leather front bucket seats with cloth inserts, heated front seats, and heated sideview mirrors

**Voice-activated Navigation System with SD card for map and POI storage, and integrated SiriusXM Traffic and Travel Link with 6-month trial subscription**

**Performance Blue Metallic. Available equipment.**

Perforated leather-wrapped steering wheel with ST badge.

Front door-sill scuff plates with ST logo.

6-speed manual transmission shift knob.
Colors are representative only. See your dealer for actual paint/trim options.
New Vehicle Limited Warranty. We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages.

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 Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships.


Fiesta Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

Comparisons based on 2013 competitive models (class is Subcompact Cars), publicly available information and Ford certification data at time of release. 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 release of the PDF, 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 Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

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