

Page 1

2019 Fiesta

S, SE, ST-LINE, ST

The Ford Blue Oval logo

Image of Fiesta driving on highway

FIESTA

LET THE GOOD TIMES ROLL

Image of Fiesta hatchback and sedan parked in front of modern office building
SE Hatchback. Magnetic. SE Sedan with SE Appearance Package. Ingot Silver. Both with available equipment.

Who says fun can't be functional? With a 120-hp 1.6L Ti-VCT engine and your choice of a 5-speed manual or a PowerShift 6-speed automatic transmission with SelectShift[®] capability,¹ the 2019 Ford Fiesta is designed to liven up your drive – and your day. Fiesta S Sedan gives you 12.8 cu. ft. of trunk space to go with its 60/40 split-fold-down rear-seat versatility. SE models are available in Sedan or Hatchback, as well as head-turning colors like Lightning Blue, Outrageous Green and Hot Pepper Red. For a satisfying blend of style and technology, upgrade to the SE Appearance Package, which adds SYNC[®] 3 with a 6.5" color LCD capacitive touchscreen, SiriusXM,[®] unique Sport cloth seats with contrast stitching, 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, a rear decklid spoiler on Sedans, a 12V rear powerpoint and ambient lighting.

¹Available feature.

With nimble and responsive handling, Fiesta S and SE inspire fun at every turn. As *U.S. News & World Report* said, "Ford Fiesta combines value and performance, making it a great choice."²

²2018 model reviewed. View U.S. News Best Cars at cars.usnews.com.

ST-LINE

STIMULATING BOLD MOVES

Image of ST-Line. Outrageous Green Metallic Tinted Clearcoat.
Available equipment.

Image of ST-Line wheel

Image of ST-Line interior

Image of ST-Line front door-sill scuff plate

Image of ST-Line instrument panel

Why blend in when you can stand out? With a bold exterior design and eye-catching interior accents, the new 2019 Fiesta ST-Line is inspired by performance and styled by sport. ST-Line delivers serious visual swagger, with practicality as well. In addition to a standard 5-speed manual transmission, ST-Line offers a PowerShift 6-speed automatic transmission with SelectShift[®] capability.¹ No matter which you choose, you'll get plenty of notice.

¹Available feature.

With its Shadow Black-painted roof, high-mounted rear spoiler, and sideview mirror caps, the new ST-Line really stands out in Hot Pepper Red, Oxford White or Outrageous Green. Or, choose Shadow Black exterior paint for an even more sinister monochromatic appearance. 16" 10-spoke Ebony Black-painted aluminum wheels and dual chrome exhaust tips complete the look.

Inside, Black-painted instrument panel trim and center stack are joined by aluminum sport pedal covers and front sport seats in cloth with Red accent stitching and ST-Line logo. A leather-wrapped steering wheel and shift knob also have Red accents. While front door-sill scuff plates proudly display the ST-Line logo.

Ambient lighting and Ice Blue[®] instrument cluster lighting provide an inspiring glow.

ST

TAKE IT TO THE STREETS

Image of ST. Orange Spice Metallic Tri-coat. Leather-trimmed interior in Charcoal Black with Molten Orange cloth accents. Both with available equipment.

Image of ST front door-sill scuff plate

Image of ST shift knob

Image of ST interior

For a best-in-class¹ 197 horsepower² and 202 lb.-ft. of torque,² step up to Fiesta ST with its turbocharged, high-output 1.6L EcoBoost[®] engine and 6-speed manual transmission. The engine also has an “overboost” feature that can extend peak torque for up to 16 seconds.

¹Class is Subcompact Cars based on Ford segmentation.

²Horsepower and torque ratings achieved with 93-octane fuel.

A unique sport suspension with European-inspired tuning, and 17" summer-compound performance tires,³ puts all that power to good use. Add the premium Ebony Black-painted aluminum wheels with Red-painted brake calipers⁴ for even more attitude.

³Ford does not recommend using summer tires when temperatures drop to approximately 45°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires. ⁴Available feature.

As you throw the leather-wrapped shift knob through its paces, the supportive bolsters of RECARO[®] partial leather-trimmed, heated front seats⁴ grip you firmly. From this exhilarating vantage point, you'll enjoy the sonic boom of the Audio System from Sony.[®] Behind the leather-wrapped steering wheel of Fiesta ST, the rush is always on.

⁴Available feature.

FUN CAN BE FUNCTIONAL

Image of Fiesta interior

SE. SE appearance Package. Cloth-trimmed interior in Ebony. Available equipment.

Intelligent Access with push-button start

Available on ST

Electronic automatic temperature control

Standard on ST

Available on SE and ST-Line

Heated front seats

Available on SE, ST-Line and ST

Voice-activated Navigation System with SiriusXM[®] Traffic and Travel Link[®]

Available on SE, ST-Line and ST

Power moonroof

Available on SE, ST-Line and ST

Heated sideview mirrors

Available on SE, ST-Line and ST

Ambient lighting

Standard on ST-Line and ST

Available on SE

BIG ON VERSATILITY

Image of Fiesta with rear seats folded down

Image of Fiesta with 60/40 seat folded down

Enjoy easy access to the rear cargo area in Fiesta Hatchback. With both sides of the 60/40 split rear seat folded down, you'll find 25.4 cu. ft. of cargo space to fill when you open the hatch. With the seat up, you still have 14.9 cu. ft.¹ of space at your disposal. Traveling with people and gear? Fold one side of the rear seat down for longer items and leave one side up for a passenger. Sedan models combine 12.8 cu. ft. of trunk space with the same 60/40 split rear seat for versatility on demand.

¹10.1 cu. ft. in Fiesta ST.

Image of Fiesta sedan and hatchback driving on rural highway
Image of SYNC 3 AppLink screen

STAY CONNECTED ON THE MOVE

IT ALL STARTS HERE

This vibrant 6.5" touchscreen is the command center of SYNC® 3 voice-activated technology,^{1,2} which integrates your paired mobile phone with Ford Fiesta as soon as you start your vehicle. Make calls. Send and receive text messages. And so much more. Just swipe left or right, or use simple voice commands, to help ensure that your life doesn't miss a beat. SYNC 3 also features 2 smart-charging USB ports to help keep your devices powered up.

¹Don'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. ²Available feature.

LINK YOUR APPS

SYNC 3 AppLink^{®3} links your favorite compatible mobile apps with your voice, giving you convenient control. iPhone[®] users can view the Waze[™] app's community-based navigation and traffic features on the SYNC 3 touchscreen. Amazon Alexa users can access thousands of skills and services they enjoy on their Amazon Echo with the Ford+Alexa⁴ app.

³Certain restrictions, 3rd-party terms, or message and data rates may apply. See your Ford Dealer for details. Commands may vary by phone and AppLink software. ⁴Certain Alexa functionality is dependent on smart phone and home technology.

CONNECT YOUR IPHONE

Apple CarPlay[™] compatibility⁵ displays the iPhone interface on your vehicle's touchscreen. Send and receive text messages by voice. Get directions. Access playlists from Apple Music.[®] Just ask Siri[®] for help. She already knows your voice.

⁵Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality.

CONNECT YOUR ANDROID PHONE

Android Auto[™] compatibility⁵ displays the Android[™] interface on your vehicle's touchscreen. Get voice-guided navigation from Google Maps[™] and Waze. Access your favorite music from your apps. Make calls. Send and receive messages. Just talk to Google Assistant[™] and go.

⁵Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality.

MAP YOUR ROUTE

Voice-activated navigation² delivers turn-by-turn directions and vivid 3-D maps on the SYNC 3 touchscreen. Pinch-to-zoom capability allows for a closer look SiriusXM[®] Traffic and Travel Link^{®2,6} helps you avoid traffic – before you're in the middle of it. It also provides fuel prices and station locations. Current and forecasted weather. Movie locations and showtimes. Plus, the scores of your favorite sports teams, and more.

²Available feature. ⁶After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

CONNECT TO FORDPASS CONVENIENCE

With the FordPass™ smartphone app,⁷ you can find fuel and compare prices. Find, reserve and pre-pay for parking in select locations. Plus, get help 24/7 from our trained team of Ford Guides.

⁷Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply.

MAKE YOUR WAY SAFELY

Image of Fiesta driving on city bridge
SE with SE Appearance Package. Lightning Blue. Available
equipment.

Image of rear view camera screen
Image of Fiesta from front

STRENGTH SURROUNDS YOU

High-strength and ultra-high-strength boron steel work with
SPACE (Side Protection And Cabin Enhancement) Architecture
to form a rigid safety cage that helps divert crash forces from
occupants. Seven standard airbags include: driver and front-
passenger front; driver's knee; front-seat side, and side curtains.
Standard on all models

SEE WHAT'S BEHIND FIESTA

The Rear View Camera does just that, putting a full-color image
with helpful guidelines on the LCD screen in your center stack.
Standard on all models

PROGRAM HELPFUL REMINDERS

Use MyKey^{®1} to program reminders that encourage safety belt
use, driving at appropriate speeds, keeping the audio volume low,
and much more.
Standard on SE, ST-Line and ST

¹Available feature.

KEEP THINGS STABLE

Smart standard features like AdvanceTrac[®] electronic stability
control provide enhanced stability in a variety of conditions. By
selectively applying brakes and modifying engine power, the
system helps keep all 4 wheels firmly planted.²
Standard on all models

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.

STANDARD FEATURES

MECHANICAL

- Anti-Lock Brake System (ABS)

- Electric power-assisted steering (EPAS)

- MacPherson strut independent front suspension; twist-beam non-independent rear suspension

- Torque Vectoring Control

SEATING

- 4-way manual driver’s seat and 2-way manual front-passenger seat

- 60/40 split-fold-down rear seat

INTERIOR

- 12V front powerpoint

- Air conditioning

- Driver and front-passenger sun visors with vanity mirrors

- Manual-tilt/-telescoping steering column

- Power door locks with autolock

EXTERIOR

- Black headlamp bezels with chrome highlights

- Easy Fuel[®] capless fuel filler

- Intermittent windshield wipers

- Quad-beam halogen headlamps

- Rear-window wiper with washer (hatchback)

- Solar-tinted glass

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

- Driver’s knee, front-seat side, and side-curtain airbags¹

- AdvanceTrac[®] electronic stability control

- Belt-Minder[®] front safety belt reminder

- Child-safety rear door locks

- Perimeter alarm

- Rear View Camera

- Remote Keyless Entry System with integrated keyhead transmitter remotes (2)

- SecuriLock[®] Passive Anti-Theft System

- SOS Post-Crash Alert System™

- Tire Pressure Monitoring System (excludes spare)

¹Always wear your safety belt and secure children in the rear seat.

POWERTRAINS

1.6L Ti-VCT I-4

- 120 hp @ 6,350 rpm
- 112 lb.-ft. of torque @ 5,000 rpm
- EPA-estimated ratings²
- 5-speed manual
- 27 city/35 hwy/30 combined mpg
- Standard on S, SE and ST-Line
- PowerShift 6-speed automatic
- 27 city/37 hwy/31 combined mpg
- Optional on S, SE and ST-Line

²Actual mileage will vary.

1.6L EcoBoost[®] I-4

- 197 hp @ 6,000 rpm³
- 202 lb.-ft. of torque @ 4,200 rpm³
- EPA-estimated ratings²
- 6-speed manual
- 26 city/33 hwy/29 combined mpg
- Standard on ST

³Actual mileage will vary. ³Horsepower and torque ratings achieved with 93-octane fuel.

DIMENSIONS

	Sedan/Hatchback/ST-Line & ST
Wheelbase	98.0"
Length	173.5"/159.7"/160.1"
Height	58.1"/58.1"/57.2"
Width – Including mirrors	77.8"
Width – Mirrors folded	71.6"
Head room	39.1"
Leg room	43.6"
Hip room	50.6"
Shoulder room	52.7"
Passenger volume (cu. ft.)	85.1
Luggage capacity (cu. ft.)	12.8
Cargo volume behind front seats (hatchback/ST) (cu. ft.)	25.4
Cargo volume behind rear seats (hatchback/ST) (cu. ft.)	14.9/10.1
Fuel tank (gal.)	12.4

Wheels

15" Steel with Silver-Painted Covers standard on S

15" Sparkle Silver-Painted Aluminum standard on SE

16" 8-Spoke Black-Painted Machined Aluminum available on SE and SE Appearance Package

16" 8-Spoke Sparkle Silver-Painted Aluminum standard on SE Appearance Package

16" 10-Spoke Ebony Black-Painted Aluminum standard on ST-Line

17" Premium Ebony Black-Painted Aluminum with Red-Painted Brake Calipers available on ST

17" Rado Gray-Painted Aluminum standard on ST

S**Sedan****Includes STANDARD FEATURES, PLUS:**

AM/FM stereo/single-CD player with MP3 capability, 6 speakers and 80 watts

Body-color, power sideview mirrors with integrated blind spot mirrors

Carpeted front floor mats

Chrome upper grille with chrome bars and surround, Carbon Black lower

Cloth-trimmed seats

Compact spare wheel and tire

Day/night rearview mirror

Liftgate spoiler (hatchback)

Manual windows

Power front disc and rear drum brakes

SYNC® Voice Recognition Communications and Entertainment System with 4.2" LCD screen, 911 Assist,® AppLink® and 1 smart-charging USB port

AVAILABLE OPTIONS

Ash cup/coin holder with lighter element

Engine block heater

Keyless entry keypad

SE**Sedan | Hatchback****Includes SELECT S FEATURES, PLUS:**

Automatic On/Off Headlamps with Wiper Activation

Cruise control

Full center console with armrest

MyKey® technology to help encourage responsible driving

Power windows with driver one-touch-up/-down feature

Rear dome light

Unique cloth-trimmed seats

AVAILABLE OPTIONS

SE Appearance Package (Equipment Group 201A): SYNC 3 with 6.5" LCD capacitive touchscreen, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility and 2 smart-charging USB ports, SiriusXM® with 6-month All Access trial subscription,¹ unique sport cloth seats with contrast stitching, 12V rear powerpoint, ambient lighting, 16" 8-spoke Sparkle Silver-painted aluminum wheels, fog lamps with chrome bezels, and rear decklid spoiler (sedan)

Cold Weather Package: electronic automatic temperature control, heated front seats, front and rear floor liners, and heated sideview mirrors with integrated turn signal indicators

Ash cup/coin holder with lighter element

Engine block heater

Keyless entry keypad

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription¹ (requires SE Appearance Package)

¹After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

ST-LINE**Hatchback****Includes SELECT SE FEATURES, PLUS:**

12V rear powerpoint

Ambient lighting

Aluminum sport pedal covers

Carpeted front and rear floor mats with front Red accent stitching

Driver's seat manual lumbar

Dual chrome exhaust tips

Halogen fog lamps with Carbon Black surrounds

High-gloss Black-painted upper grille

Leather-wrapped shift knob with metallic insert (manual)

Leather-wrapped steering wheel with Red accent stitching

Modified front fascia with black center airfoil

Rear diffuser

Shadow Black-painted high-mounted liftgate spoiler, roof and sideview mirror caps

Side rocker moldings

SiriusXM with 6-month All Access trial subscription¹

Sound symposer

SYNC 3

Unique front door-sill scuff plates with ST-Line logo

Unique high-mounted liftgate spoiler

¹After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

AVAILABLE OPTIONS**Cold Weather Package**

Ash cup/coin holder with lighter element

Engine block heater

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription¹

¹After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

ST**Hatchback****Includes SELECT ST-LINE FEATURES, PLUS:**

3-mode AdvanceTrac electronic stability control (Standard, Sport, Off)

Audio System from Sony® with 8 speakers and HD Radio™ Technology

Body-color high-mounted liftgate spoiler and roof

Body-color, power sideview mirrors with integrated blind spot mirrors and turn signal indicators

Cargo area in-floor storage compartment

Electronic automatic temperature control

Full-size spare wheel and tire (15" x 6")

Intelligent Access with push-button start

Power front and rear disc brakes

Unique front door-sill scuff plates with ST logo

Unique perforated leather-wrapped steering wheel with ST badge

Unique ST sport suspension

AVAILABLE OPTIONS

ST RECARO® Package: RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors

ST Protection Package: all-weather floor mats, cargo area protector, and full-vehicle cover; all with ST logo

17" all-season tires, and performance brakes with low-dust street pads

Ash cup/coin holder with lighter element

Engine block heater

Power moonroof

Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link with 5-year subscription¹

¹After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI.

Interiors and Exteriors

Charcoal Black Cloth with Sterling Stone Accents available on S in Shadow Black, Ingot Silver Metallic and Oxford White

Charcoal Black Cloth, Medium Light Stone Cloth, and Charcoal Black Sport Cloth with Silver Stitching available on SE in Shadow Black, Magnetic Metallic, Hot Pepper Red Metallic Tinted Clearcoat, Bohai Bay Mint Metallic, Outrageous Green Metallic Tinted Clearcoat, Lightning Blue Metallic, Ingot Silver Metallic, Oxford White and White Platinum Metallic Tri-coat

Charcoal Black Sport Cloth with Red Stitching available on ST-Line in Shadow Black, Hot Pepper Red Metallic Tinted Clearcoat, Outrageous Green Metallic Tinted Clearcoat and White Platinum Metallic Tri-coat

Charcoal Black Sport Cloth with Silver Stitching and Charcoal Black Leather with Smoke Storm Cloth Accents available on ST in Shadow Black, Magnetic Metallic, Orange Spice Metallic Tri-coat and White Platinum Metallic Tri-coat

Charcoal Black Leather with Molten Orange Cloth Accents available on ST in Shadow Black, Magnetic Metallic and Orange Spice Metallic Tri-coat

Hot Pepper Red Metallic Tinted Clearcoat, Outrageous Green Metallic Tinted Clearcoat, Orange Spice Metallic Tri-coat and White Platinum Metallic Tri-coat available at additional charge.

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 Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, 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 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.

Amazon, Alexa, Echo and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Android, Android Auto, Google, Google Assistant, Google Maps and Waze are trademarks of Google Inc. Apple, Apple CarPlay, Apple Music, iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. "HD Radio" and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. PANDORA, the PANDORA logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc. Used with permission. RECARO is a registered trademark of RECARO Beteiligungs-GmbH. Sirius, XM, SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Corporation.

Comparisons based on competitive models (class is Subcompact Cars based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

FORD ACCESSORIES

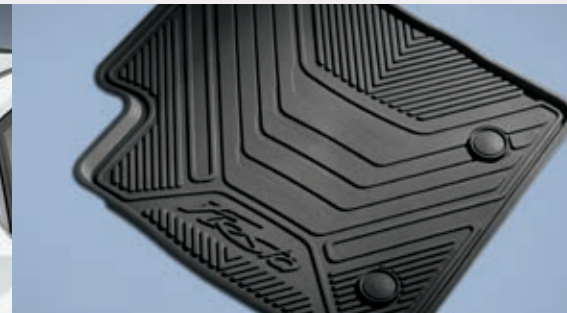


SE Hatchback in Oxford White accessorized with side window deflectors,¹ lower bodyside graphics, rear roof spoiler, and 16" 8-spoke Black-painted machined aluminum wheels²

¹Ford Licensed Accessory. ²Additional components may be required. See dealer for details.



Rear spoiler winglets



All-weather floor mats



Cargo area protector



Remote start systems

Shop the complete collection at accessories.ford.com