

ford **FIESTA**

*Go Fida*







## FIDA OVER STYLING

Whether you're driving on city roads or highways, the Fiesta's performance is spirited and responsive. The way this car hugs curves and takes off at traffic signals will set your pulse racing.

Engineered specifically to adapt to demanding Indian road conditions, the Fiesta combines its high stability with exceptional driving comfort.



## FIDA OVER PERFORMANCE

Contemporary automotive design that perfectly combines style and solidity. That's the Fiesta for you. With ornamental headlamps and tail-lamps, powerful grille, a muscular bonnet,

flared wheel arches, and meaty side panels, the Ford Fiesta effortlessly mixes brawn with beauty. Get used to heads turning in your direction.



## FIDA OVER TECHNOLOGY

Dura Technology, at the heart of the Fiesta, ensures every drive is exciting, smooth and economical...or DuraVroom, DuraSmooth and DuraSave, as we call it.

**DuraVroom:** A driving experience that's so exciting, it will move you faster than anything else has before.

**DuraSmooth:** The Fiesta's petrol and diesel engines are so refined, they are guaranteed to leave you speechless.

**DuraSave:** Thanks to a combination of unmatched economy and exciting performance, you save on every drop of fuel.



## FIDA OVER SAFETY

Structurally engineered to withstand severe collisions, the Fiesta's crash worthiness is verified with over 400 virtual crash simulations.

Optimised steel strength in critical areas along with structural

reinforcement, ensures passengers and the driver are unscathed even in a frontal offset collision. The Fiesta also features ABS (Anti-lock brake system) and EBD (Electronic brake distribution).

So when you drive the Ford Fiesta you can be sure things are as





## FIDA OVER LUXURY

The Fiesta is quite unmatched when it comes to delivering luxury. Apart from best-in-class front and rear room space, the Fiesta also comes with luxuries that include leather upholstery, 6 CD changer with speakers, power mirrors,

hydrographic finish, silver accents on AC vents and steering, leather steering, reading lights and climate control with a variable displacement AC compressor, to name a few. It's a ride worthy of royalty.



## Technical Specifications

DIMENSIONS & WEIGHT			1.4 EXI	1.4 ZXI	1.6 SXI	1.4 EXI (TDCi)	1.4 ZXI (TDCi)	1.4 SXI (TDCi)
Overall Length	mm		4282					
Width	mm		1686					
Height	mm		1468					
Wheelbase	mm		2486					
Ground clearance	mm		168					
Track	Front	mm	1474					
	Rear	mm	1444					
Kerb weight	kgs		1110	1110	1130	1150	1150	1150
Seating capacity			5					
Turning radius	Metres		4.9					
Fuel tank capacity	Litres		45					
Boot space	Litres		430					

ENGINE			1.4 EXI	1.4 ZXI	1.6 SXI	1.4 EXI (TDCi)	1.4 ZXI (TDCi)	1.4 SXI (TDCi)
Type	4 Cylinder in-Line, 16 Valve DOHC			4 Cylinder in-Line, 8 Valve SOHC				
Construction	All-aluminium alloy							
Fuel system	SEFI			High pressure common rail				
Displacement	cc		1388	1388	1596	1399	1399	1399
Compression ratio			9.75 : 1	9.75 : 1	9.75 : 1	18 : 1	18 : 1	18 : 1
Max. power output	ps / rpm		82 / 6000	82 / 6000	101 / 6500	68/4000	68 / 4000	68 / 4000
Max. torque	Nm / rpm		127 / 4000	127 / 4000	146 / 3400	160/2000	160 / 2000	160 / 2000
Emmission compliance	Bharat stage III							
Transmission type	5 Speed manual							

SUSPENSION			1.4 EXI	1.4 ZXI	1.6 SXI	1.4 EXI (TDCi)	1.4 ZXI (TDCi)	1.4 SXI (TDCi)
Front	Independent McPherson struts with offset coil spring / twin tube damper units and lower L-arms with optimised bushes mounted on separate cross-member with stabiliser bar. Dual-path body mounts.							
Rear	Semi-independent heavy duty twist-beam with low package height coil springs and separate twin tube dampers. Dual-path body mounts.							
Shock absorbers (front and rear)	Gas filled							

BRAKES			1.4 EXI	1.4 ZXI	1.6 SXI	1.4 EXI (TDCi)	1.4 ZXI (TDCi)	1.4 SXI (TDCi)
Front	Ventilated discs							
Rear	Self adjusting drums							
Anti-lock braking system (ABS) with Electronic brake force distribution (EBD)			-	-	□	-	-	□

TYRES AND WHEELS			1.4 EXI	1.4 ZXI	1.6 SXI	1.4 EXI (TDCi)	1.4 ZXI (TDCi)	1.4 SXI (TDCi)
Tyres (tubeless)	175/65R 14							
Wheels	14" Steel							
Covers	Full							

 Duratec Petrol

 Duratorq Diesel

## Features

EXTERIOR	EXI	ZXI	SXI
Twin jewel effect headlamps	Black surround	Full chrome surround	
Radiator grille surround	Body coloured	Chrome	Chrome
Decklid handle	Black	Body colour	Chrome
Driver and passenger mirrors	Black	Body coloured	Body coloured
Grip type door handles	Black	Body coloured	Body coloured
Integrated turn signal lamps in headlamps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dual reversing lamps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chrome bezel on front fog lamps	-	-	<input type="checkbox"/>
Body side protection moulding	-	Body colour	Body colour with chrome insert

INTERIOR	EXI	ZXI	SXI
Two tone colour co-ordinated interiors	Black and medium stone		
Rear head rest	Integrated	Adjustable	Adjustable
Rear seat back	Fixed	Folding	Folding
Front doors with bottle holders (1L x 2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine stowage in rear door trims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rear cup holders in floor console	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver side & pen stowage in console	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glove compartment stowage (card, coin & pen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver and passenger side sun visor with covered vanity mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retractable grab handles with coat hooks in rear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Front 12-V power outlet (with plug)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimum aluminium finish on AC vent surrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rear cushion fold up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passenger seat back pocket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver seat height adjust	-	<input type="checkbox"/>	<input type="checkbox"/>
Rear seat centre armrest with cup holders	-	<input type="checkbox"/>	<input type="checkbox"/>
Optimum aluminium cuffs on steering wheel (3 numbers)	-	<input type="checkbox"/>	<input type="checkbox"/>
Optimum aluminium inside door release	-	<input type="checkbox"/>	<input type="checkbox"/>
Optimum aluminium gear knob	-	<input type="checkbox"/>	<input type="checkbox"/>
Optimum aluminium parking brake button	-	<input type="checkbox"/>	<input type="checkbox"/>
Leather wrapped steering wheel	-	-	<input type="checkbox"/>
Integrated double din audio with AM/FM radio and 6 CD in dash	-	-	<input type="checkbox"/>
Roof Antenna	-	-	<input type="checkbox"/>
Speakers	-	2	6

EXI Available in 1.4 Duratec Petrol and 1.4 Duratorq Diesel (TDCi)

ZXI Available in 1.4 Duratec Petrol and 1.4 Duratorq Diesel (TDCi)

SXI Available in 1.6 Duratec Petrol and 1.4 Duratorq Diesel (TDCi)

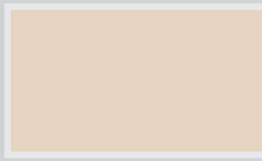
## Features

COMFORT & CONVENIENCE	EXI	ZXI	SXI
Air conditioning with cabin air re-circulation facility	☐	☐	☐
Heater	☐	☐	☐
Power steering	☐	☐	☐
Tilt adjustable steering column	☐	☐	☐
Front and rear power windows	☐	☐	☐
Battery saver	☐	☐	☐
Theatre dimming interior light with courtesy delay	☐	☐	☐
Electric boot release	☐	☐	☐
Two speed windscreen wipers with variable intermittent wipe/wash	☐	☐	☐
Manual adjustable outside mirrors	☐	-	-
Electric adjustable outside mirrors	-	☐	☐
Intelligent rear defogger	-	☐	☐
Front map-reading lights	-	☐	☐
Glove box lamp	-	☐	☐
Rear reading lights	-	☐	☐

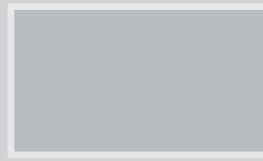
SAFETY & SECURITY	EXI	ZXI	SXI
Side door intrusion beams	☐	☐	☐
Collapsible steering column	☐	☐	☐
Day-night inside rear view mirror	☐	☐	☐
Central locking	☐	☐	☐
Dual rear fog lamps (inbuilt in lamp cluster)	☐	☐	☐
Centre high mounted stop lamp	☐	☐	☐
Child safety rear door locks	☐	☐	☐
First aid kit and warning triangle	☐	☐	☐
Fuel filler flap lock (operated electrically by central locking system)	☐	☐	☐
Front fog lamps	-	☐	☐
Keyless entry and auto re-locking	-	☐	☐
Anti-lock braking system (ABS) with EBD	-	-	☐

INSTRUMENTATION	EXI	ZXI	SXI
Black instrument cluster with optimum aluminium rings	☐	☐	☐
Distance to empty (DTE) digital display in cluster	☐	☐	☐
Tachometer	☐	☐	☐
Door ajar indicator on instrument cluster	☐	☐	☐
Low fuel warning lamp	☐	☐	☐

## Exterior colours



Platinum



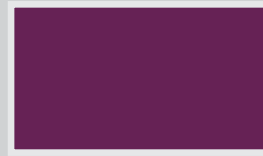
Moon Dust Silver



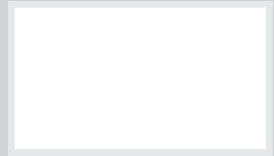
Paprika Red



Panther Black



Jewel Violet

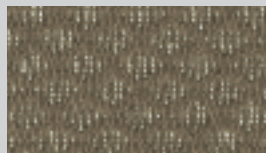


Diamond White

## Interior upholstery

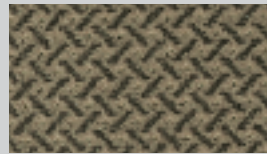
### Seat trims

#### EXI



Silo Jacquard Fabric

#### ZXI



Encore Soft Feel Fabric

#### SXI



Mini Perforated Leather

+

+

+

### Bolsters



Mini Twill



Tabby



Medium Stone

**Ford Service**

## Go Fida without worries

Ford Fiesta comes with an option to purchase **'Extended Warranty'** that covers the car against all electrical and mechanical failures for an additional period. For those who choose to have the entire maintenance of the car to be covered, there is the **'Total Maintenance Plan'** which offers complete peace of mind. Moreover, each time you service the car, you get redeemable privilege points with **'Ford CarGainz'**, a loyalty program that rewards Ford Vehicle Owners. Ford **'Roadside Assistance Program'** a 24 hour helpline is available to all Ford owners across India. In short, when you own a Fiesta, you can go Fida in peace. Ask your sales consultants for more details.