

Introducing the
NEW FIESTA



Feel the difference

Embrace Life

Life moves faster than ever before. From work, to nights out with friends, to weekends away. Life's busy. That's why it's so good. When you live life in overdrive you want a car that keeps pace, like the all new Ford Fiesta.



Fiesta Zetec shown in Aurora Blue.

Style and space

The addition of a sedan to the Fiesta range gives you the freedom of more space, so you can easily fit in all the shopping bags, or load up the gear for a weekend escape to the coast.



Fiesta LX Sedan shown in Highlight Silver.

Urban Dynamic

Sleek and stylish, the Fiesta is designed to amplify the anticipation of the drive and physically engage your senses. Sexy and sporty from every angle, the Fiesta makes a big impression.



Fresh Design

Sculptured design-as-art. That's the Fiesta interior. The sexy surfaces, and smooth finishes are edgy and fresh. And with flexible storage solutions, there's plenty of space to load in your friends and their gear.



Fiesta Zetec shown. Connection cable sold separately.

Your kind of style

Guaranteed to make a big impact, the all new Fiesta is a small car that packs in a lot of style. It sparks an instant desire. From its athletic stance to the sexy look of the front grille and headlamps the Fiesta is equal parts daring and dynamic.



Fiesta Zetec shown in True Red.



Fiesta LX Sedan shown.

More space gives you more options.

The extra space and added convenience of the Fiesta sedan means that while you still have the eye-catching looks, aerodynamic design and smooth finish, you now have more room for both passengers and their gear.



Light the way.

With its distinctive headlight design and front end styling, the Fiesta's brash looks and style really catch your eye.

Stay connected

The Fiesta makes it easy to stay connected 24/7. Keep in touch with friends using the hands-free Bluetooth® and Voice Control system,* while iPod integration* and six speaker audio system keeps the music pumping. Wherever you're heading, you're connected every step of the way.



Fiesta Zetec shown.



Keep your hands on the wheel.

Need to call while driving? Or perhaps, you want to change stations or the song on your iPod? Just say it. The Fiesta features an innovative Bluetooth® and Voice Control* device that lets you do things while keeping your hands on the wheel and your eyes on the road.



In tune with you.

Whatever your driving music, the Fiesta makes sure you can play it. The Fiesta Zetec allows you to use your iPod™ with the Fiesta's audio system.* Just connect it into the center console and your music collection is always at your fingertips.

Beautiful to look at. Great to touch. Music to your ears. The Fiesta's interior is equipped with the latest driver-friendly innovations and elegant furnishings to deliver maximum comfort and functionality, and to give you the ultimate driving experience every day, all day. In fact, you may never want to get out.

*Bluetooth® is a registered trademark of Bluetooth SIG Inc., and is used under licence. *iPod integration only available on Zetec model. iPod is a trademark of Apple Inc. Requires connection cable, sold separately.

Feel Alive To Drive

Exciting. Fun. Responsive. With its razor sharp handling driving a Fiesta is all these things, and more. In fact, you sense the Fiesta was designed and engineered to ensure every drive gives you a real buzz and makes you feel alive.



Fiesta Zetec shown in Aurora Blue.



PowerShift® technology.*

Thanks to the latest PowerShift® technology, when you're driving the Fiesta it's like having the best of both worlds — smoother gear changes, with excellent fuel efficiency.



Economical diesel engine.

Choose a Fiesta Diesel and the ultra-low fuel consumption means you could enjoy significant savings at the pump and over 1000 kilometres between refuels.*

You'll discover that whizzing through city traffic is a breeze, and parking in tight spaces is no drama. Behind the wheel the zippy 1.6L engine, available in both petrol and diesel,† in tandem with the racy 5 speed manual transmission delivers responsive acceleration. The 6 speed PowerShift®* automatic on petrol variants delivers a true sportier feel when driving, along with greater fuel economy. And cruise control† will help make weekend escapes even easier.

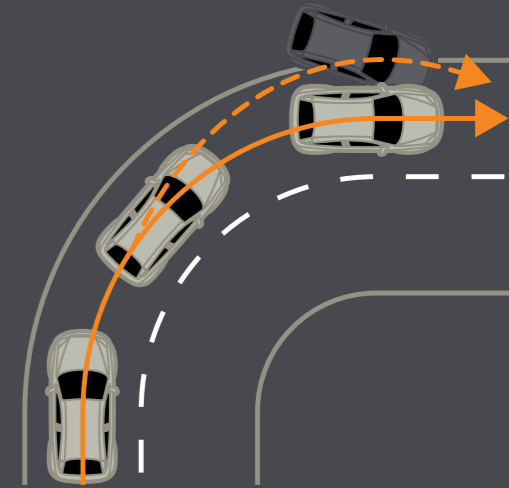
*Available on LX and Zetec models only. *Automatic transmission standard on Fiesta CL sedan. Optional for LX and Zetec models. #Based on fuel consumption of 3.9L/100km, tested to ADR81/02 (extra urban cycle). Actual fuel consumption and range may vary and will depend on factors including driving habits, prevailing conditions and your vehicle's equipment, condition and use.

No worries

Just because you're in a small car doesn't mean you should be any less safe. That's why you'll be glad to know the Ford Fiesta packs in just as many safety features as your average family sedan.



Fiesta Zetec shown in Chilli Orange.



Dynamic Stability Control.

Standard across the range, Dynamic Stability Control (DSC) strengthens your connection to the road and helps you avoid the problems of oversteer and understeer.



Superior Safety.

For greater all round strength and protection, the Fiesta's high-strength steel passenger safety cell greatly reduces intrusion into the passenger space, minimising the likelihood of occupant injuries.

For added peace of mind, the Fiesta comes with a 5-star ANCAP safety rating on LX and Zetec as standard. Fiesta CL also achieves a 5-star ANCAP safety rating when you choose the optional safety pack, while the LX and Zetec are the only cars in their class with 7 airbags as standard.

Fiesta CL

From its sporty contour design to its sexy headlights, palette of eye-catching colours and technological features like iPod connectivity, it's all about style and confidence.



Fiesta CL hatch interior shown.



CL standard features:

- 1.6 Litre petrol engine
- Optional 6-speed Powershift® automatic (standard on sedan)
- Dynamic Stability Control (DSC)
- Driver and passenger airbags with driver beltreminder
- Optional safety pack (5-star ANCAP safety rating)
- Bluetooth® with Voice Control*
- iPod connectivity^
- Air conditioning

*Bluetooth® is a registered trademark of Bluetooth SIG Inc., and is used under licence. ^iPod is a trademark of Apple Inc. Requires connection cable, sold separately.



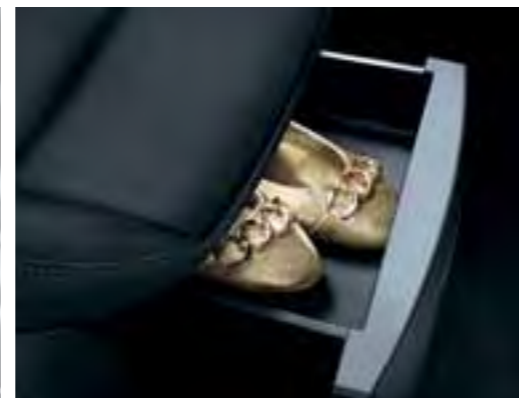
Air-conditioning.

With its top-of-the-line air-conditioning system, you stay cool and comfortable even during the hottest of days and heaviest of traffic jams.



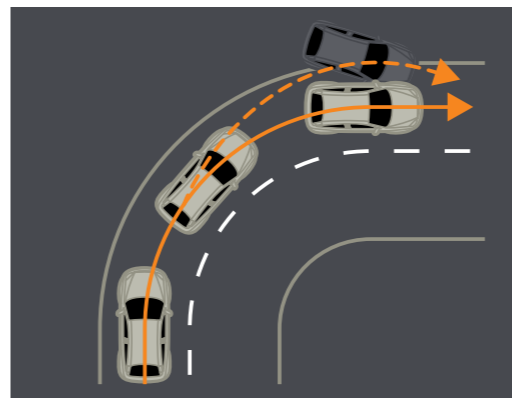
Bluetooth® and Voice Control*

The Fiesta features an innovative Voice Control featuring Bluetooth® that lets you stay connected while keeping your hands on the wheel and your eyes on the road.



Clever storage space.

When it comes to space, comfort and clever thinking, the all new Fiesta boasts plenty of convenient storage compartments.



Dynamic Stability Control.

Dynamic Stability Control (DSC) strengthens your connection to the road and helps you avoid the problems of oversteer and understeer.



Velvety Smooth Ride.

The Fiesta's sophisticated optional Powershift® transmission (standard on CL Sedan, optional on CL Hatch) offers the responsiveness of a manual transmission with the ease of an automatic, allowing for smoother gear changes.



iPod connectivity^

Simply connect your iPod into the auxillary jack and have access to all your favourite music wherever you're heading.

Fiesta LX

From its confident, bold design and tech filled interior to its 15" alloy wheels, everything about the Fiesta LX fuels your passion to drive.



Fiesta LX automatic interior shown.



All the features of the CL model* with the addition of:

- Optional 1.6 Litre Diesel engine (Manual transmission only)
- 15 inch alloys wheels (set of four)
- Leather wrapped steering wheel
- Cruise control
- Side curtain/thorax airbags and driver's knee airbag (5-star ANCAP safety rating)
- Rear power windows

*With the exception of standard 6-speed Powershift® automatic on sedan. LX model has manual transmission as standard.



Alloy wheels.™

With such a striking design, these distinctive alloy wheels give your Fiesta a real contemporary urban edge.

™Set of four.



Added peace of mind.

With the addition of side curtain/thorax airbags and driver's knee airbag, the Fiesta LX has a total of seven airbags as standard, making it "best in class", and giving you a real feeling of confidence.



Leather wrapped steering wheel.

The leather wrapped steering wheel adds a sporty feel to every driving experience.



Diesel economy.

Super low fuel consumption and significant savings at the fuel pump, what's not to like about the Fiesta LX diesel option?



Power windows.

Now you can quickly and simply control front and rear windows with the touch of a button.



Cruise control.

Whether it's the freeway or the highway, the freedom of the open road is more enjoyable thanks to the inclusion of cruise control.

Fiesta Zetec

The top-of-the-range Fiesta Zetec gives you a truly exhilarating drive, while inside you're surrounded by creature comforts and smart technology.



Fiesta Zetec interior shown.



All the features of the LX model with the addition of:

- 16 inch alloys wheels[~]
- Sports bodykit
- Sports suspension
- Front fog lamps
- Sports seats
- USB†/iPod integration[^]

[~]Set of four. [^]iPod is a trademark of Apple Inc. Requires connection cable, sold separately. [†]USB input facility available only on Fiesta Zetec.



16" Alloy wheels.[~]

Designed in Europe, these eye-catching 16" alloy wheels add another visual dimension to your Fiesta Zetec.



Sports body kit.

The impressive body kit enhances the Fiesta's sporty exterior with a muscular edge, giving you extra style points.



iPod integration.[^]

Take your library of tunes wherever the road takes you and enjoy the convenience of controlling your iPod using the car's unique audio controls.



Music to Your Ears.

Simply plug your USB[†] stick into the port, and you can then control the MP3s on your USB through Fiesta's audio controls. What could be easier?



Comfort and style.

The body-hugging sports seats delivers maximum comfort and the ergonomic support for you and your front passenger.

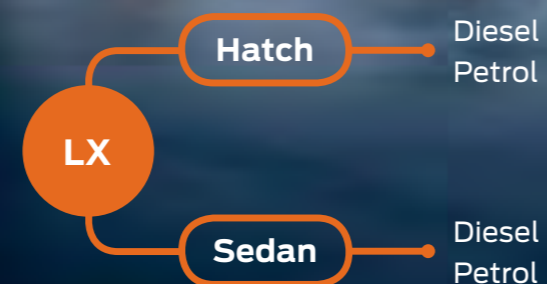
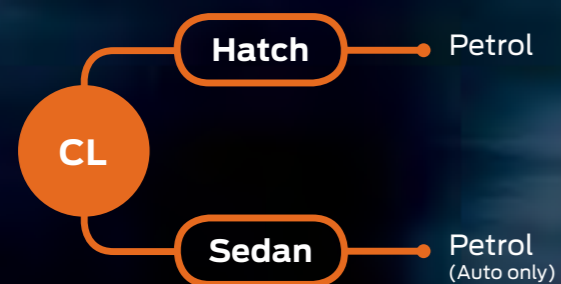


Sports suspension.

You'll enjoy an even smoother ride thanks to sports suspension, which combines precise steering control and manoeuvrability with excellent levels of comfort.

Fiesta vehicle range

In addition to bold, sleek looks, a truly high-tech interior and sharp, zippy performance, the Ford Fiesta range gives you loads of options, accessories and a vibrant colour range that'll really catch your eye. No matter what your lifestyle, the Fiesta range has a vehicle that's just perfect for you.



Colour your world

You can enhance the look and feel of your Fiesta with your choice of vibrant seat trims and colours.



Fiesta Zetec shown in Aurora Blue.



Cool White



True Red



Metropolitan Grey



Black Mica



Chilli Orange



Highlight Silver



Aurora Blue



Phantom Purple



Phantom Blue

Fiesta Zetec shown for illustrative purposes.

CL.

'Vario' cloth trim in Syracuse with 'Mondus Max' Syracuse bolsters.

LX.

'Serk' cloth trim in Fairland with 'Mondus Max' Syracuse bolsters.

Zetec.

'Dotts' embossed cloth trim in Syracuse with 'Mondus Max' Syracuse bolsters. Fairland top stitch detailing on front and rear seat trim.

Personalise your Fiesta. The choice is yours.

The Ford Vehicle Personalisation accessory range lets you personalise your Fiesta to perfectly suit your needs.



Fiesta Zetec shown in True Red with optional roof carry bars.



16" alloy wheels.

Designed in Europe, these distinctive alloy wheels give your Fiesta an even sportier edge.



Alloy sports pedals.

Add extra flair to your Fiesta interior with these alloy sports pedals.



Illuminated Gear shift.

This leather trimmed gear lever knob will enhance the interior of your Fiesta with its sporty feel.



Sports body kit.

The impressive large rear spoiler enhances the Fiesta's sporty exterior, giving you extra style points.

Mechanical specifications

	Duratec 1.6L Ti-VCT DOHC	Duratorq 1.6L DV6 Diesel (Available in LX and Zetec models only)			
Engine type					
Maximum power output ISO (kW/rpm)	88kW @ 6300rpm ¹	66kW @ 4000rpm			
Maximum torque ISO (Nm/rpm)	151Nm @ 4300rpm ²	200Nm @ 1750rpm			
Fuel					
Fuel type	91 - 98 RON ³	Diesel			
Fuel consumption L/100 Km (ADR 81/02 combined cycle) ⁴	6.1	4.4			
CO ₂ emissions (g/km) ⁴	146	117			
Emission level	Euro 4	Euro 4			
Fuel tank capacity (litres)	43	43			
Ford Easy Fuel ^{®5}	S	S			
Luggage capacity (L)	CL Hatch	CL Sedan	LX Hatch	LX Sedan	Zetec Hatch
Seats upright	281	430	281	430	281

Specifications and options

Engine and transmission	CL Hatch	CL Sedan	LX Hatch	LX Sedan	Zetec Hatch
Duratec 1.6L Ti-VCT DOHC 4 cylinder 16V engine 5-speed manual	S	–	S	S	S
Duratec 1.6L Ti-VCT DOHC 4 cylinder 16V engine 6-speed Powershift [®] automatic	O	S	O	O	O
Duratorq 1.6L 4 cylinder DV6 Diesel engine 5-speed manual	–	–	O	O	O
Ride and handling			CL	LX	Zetec
Sports suspension			–	–	S
15" x 6" Steel wheels and full covers with 185/55 R15 tyres (set of 4)			S	–	–
15" x 6" alloy wheels with 185/55 R15 tyres (set of 4)			–	S	–
16" x 6" alloy wheels with 195/50 R16 tyres (set of 4)			–	–	S
Temporary Mobility Kit ⁶			S	S	S
Interior					
Air-conditioning			S	S	S
Driver and passenger vanity mirror (with flip up cover and ticket strap)			S	S	S
Shoe stowage compartment under front passenger seat			S	S	S
Cruise control			–	S	S
Power front windows with driver one touch up/down			S	S	S
Power rear windows			–	S	S
Driver's footrest			S	S	S

Interior (continued)	CL	LX	Zetec
3-spoke leather wrapped steering wheel	–	S	S
Electric power assisted steering	S	S	S
Digital clock in audio display	S	S	S
Trip computer - distance to empty, average fuel economy, average speed, outside temperature	S	S	S
Exterior			
Body coloured, power exterior mirrors	S	S	S
Turn indicators in side mirror	S	S	S
Body colour rear spoiler	S ⁷	S ⁷	S ⁸
Sports bodykit ⁹	–	–	S
Chrome finish on upper door line	–	–	S
Tinted glass	S	S	S
Seating			
Driver's seat manual height adjust	S	S	S
Cloth trim	S	S	–
Sports cloth trim	–	–	S
Audio			
AM/FM radio, single CD with MP3 capability and 6 speakers	S	S	S
Bluetooth [®] hands free compatibility ¹⁰	S	S	S
Voice control system that allows you to control a number of vehicles functions	S	S	S
Steering wheel mounted audio controls	S	S	S
3.5mm auxilliary audio input ¹¹	S	S	S
USB input facility for music files and MP3 player integration ¹²	–	–	S
Safety and security			
ANCAP 5 star rating	– ¹⁵	S	S
Driver and front passenger airbags	S	S	S
Left hand and right hand side curtain/thorax airbags and driver's knee airbag ¹³	P ¹⁶	S	S
Front passenger folding grab handle ¹⁴	S	S	S
Anti-Lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S	S
Dynamic Stability Control with Emergency Brake Assist and Traction Control ¹⁷	S	S	S
Front seat belts: 3-point active seatbelts with pretensioners and driver Beltminder™ System	S	S	S
Passenger Beltminder™ System	P	S	S
Remote central locking with flip key and spare key	S	S	S
'Greeting' headlamp feature	S	S	S
Perimeter alarm	–	–	S
Engine immobiliser	S	S	S
Optional pack			
Safety Pack comprising:	O	–	–
Driver and Passenger Beltminder™			
Left hand and right hand side curtain/thorax airbag and driver's knee airbag			

S = Standard. O = Options that can be ordered before a vehicle is manufactured. P = Part of optional pack. A = Accessory that can be added at any time.

1. All performance data for petrol models measured using 95RON fuel. 2. All performance data for petrol models measured using 95RON fuel. 3. For optimal performance use fuel of 95RON or higher. 4. Figures obtained from controlled tests using ADR 81/02 (combined). Actual fuel consumption and emissions will depend on many factors including driving habits, prevailing conditions and your vehicle's equipment, condition and use. 5. Capless refuelling with misfuel inhibitor. 6. When in use, do not exceed 80km/h and ensure the standard wheel and tyre are fitted as soon as possible. 7. Not applicable for the Sedan. 8. Zetec model spoiler differs from CL and LX models. 9. Including: Front bumper skirt, Rear bumper skirt, Side skirts, Sports grille, Large rear spoiler. 10. Bluetooth[®] is a registered trademark of Bluetooth SIG Inc., and is used under licence. Please refer to ford.com.au for mobile phone compatibility. 11. Connection cables sold separately. 12. Connection cables sold separately. Refer to <http://www.ford-mobile-connectivity.com/> for compatibility. 13. Not available with Front Passenger Folding Grab Handle. 14. Not available with Side Curtain Airbags. 15. 5-star ANCAP safety rating when you choose the optional safety pack. 16. Available as part of optional safety pack. 17. Dynamic Stability Control is also known as Electronic Stability Control.

Making your ownership experience even more rewarding

A great car is just the beginning. After you've bought your new Fiesta, we support you with a wide range of services that aim to make you one of the most satisfied vehicle owners in Australia.



3 year/100,000km new car warranty.*

For three years or 100,000km, whichever comes first, your Ford is covered against any defects in factory materials or workmanship. This also applies to Genuine Ford Accessories you may have had fitted before you took delivery.

5 year warranty against perforation corrosion.*

It's reassuring to know that the original body of your gleaming new Ford is guaranteed against perforation corrosion for the first five years of its life. If perforation corrosion occurs, we'll fix it for free.

myFord Warranties & Insurance.

When you first turn the key of your brand new Fiesta you want to do so without a care in the world. Our range of myFord products gives you that extra peace of mind. For more information about myFord Warranties, Insurance and Roadside Assistance visit your participating Ford Dealer for further details on the plans that best suit your needs. Terms, conditions and eligibility criteria apply.

Want to contact us?

For answers to your questions, or help with any concern, contact our Customer Relationship Centre on 13 FORD (13 3673).

Running a fleet?

Our Ford Business Centre is available to assist fleet customers with information on Ford products and services. Call 1300 13 13 30.

Visit us on the web.

If you want more information on Ford or our entire product range, visit us on the Internet at ford.com.au.

Fiesta LX Hatch shown in Phantom Blue.

*Conditions and exclusions apply. See your authorised Ford Dealer for details.

This brochure details specifications and features of the new Fiesta (WT Fiesta), available from November, 2010 with the exception of the WT Fiesta Zetec which will be available from March, 2011. Consult your Ford Dealer for the most recent specifications and availability information.

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford* reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchasers. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order.

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