

2016 | **FIESTA+ST**



Go Further



## Thrill-seekers, grab the keys.

Then get your next road rally in gear in the fun-to-drive 2016 Ford Fiesta. Adding inspiration to this year's lineup is new SYNC® 3, our next-generation of voice-activated technology.<sup>1</sup> More connected. Pure Fiesta. Now get up and go.

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

<sup>1</sup>Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/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.

2016 **FIESTA+ST**  
ford.com



## Enthusiasts, take your seat.

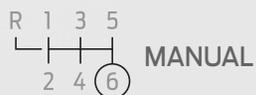
The driver's seat, of course. Then place your hand on the leather-wrapped shift knob of the standard 6-speed *manual* transmission. That's paired with a turbocharged, high-output 1.6L EcoBoost® with 197 horsepower.<sup>1</sup> Greet the street – Fiesta ST style.

**“One of the best drivers’ cars**, at any price, on sale today,” says *car magazine* of Fiesta ST.<sup>2</sup> An “overboost” feature can extend peak torque for up to 17 seconds. Unique sport-suspension architecture with European-inspired tuning and 17" summer-compound performance tires<sup>3</sup> help keep it planted.

**Gripped firmly by the supportive bolsters** of the RECARO® partial leather-trimmed front seats,<sup>4</sup> you'll enjoy the amplified engine sounds from EcoBoost that are piped into the cabin through the sound symposer. Or the resounding boom of the 8-speaker Audio System from Sony® with HD Radio™ Technology.

**“It begs to be flogged on every on-ramp** and stabbed at every downtown red-to-green,” says *Road & Track*. “In the process, Fiesta ST invites a hell of a grin.” Behind this wheel, the rush is always on.

1-4 CLASS-BEST<sup>5</sup>



TURBOCHARGED



WITH OVERBOOST

ST. ST RECARO Package. Available equipment.

<sup>1</sup>Tested with 93-octane fuel. <sup>2</sup>*car magazine*. Published April 2015. <sup>3</sup>Ford 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. <sup>4</sup>Available feature. <sup>5</sup>Horsepower and torque. Class is High Performance Subcompact Manual Cars based on Ford segmentation.

2016 FIESTA+ST  
ford.com

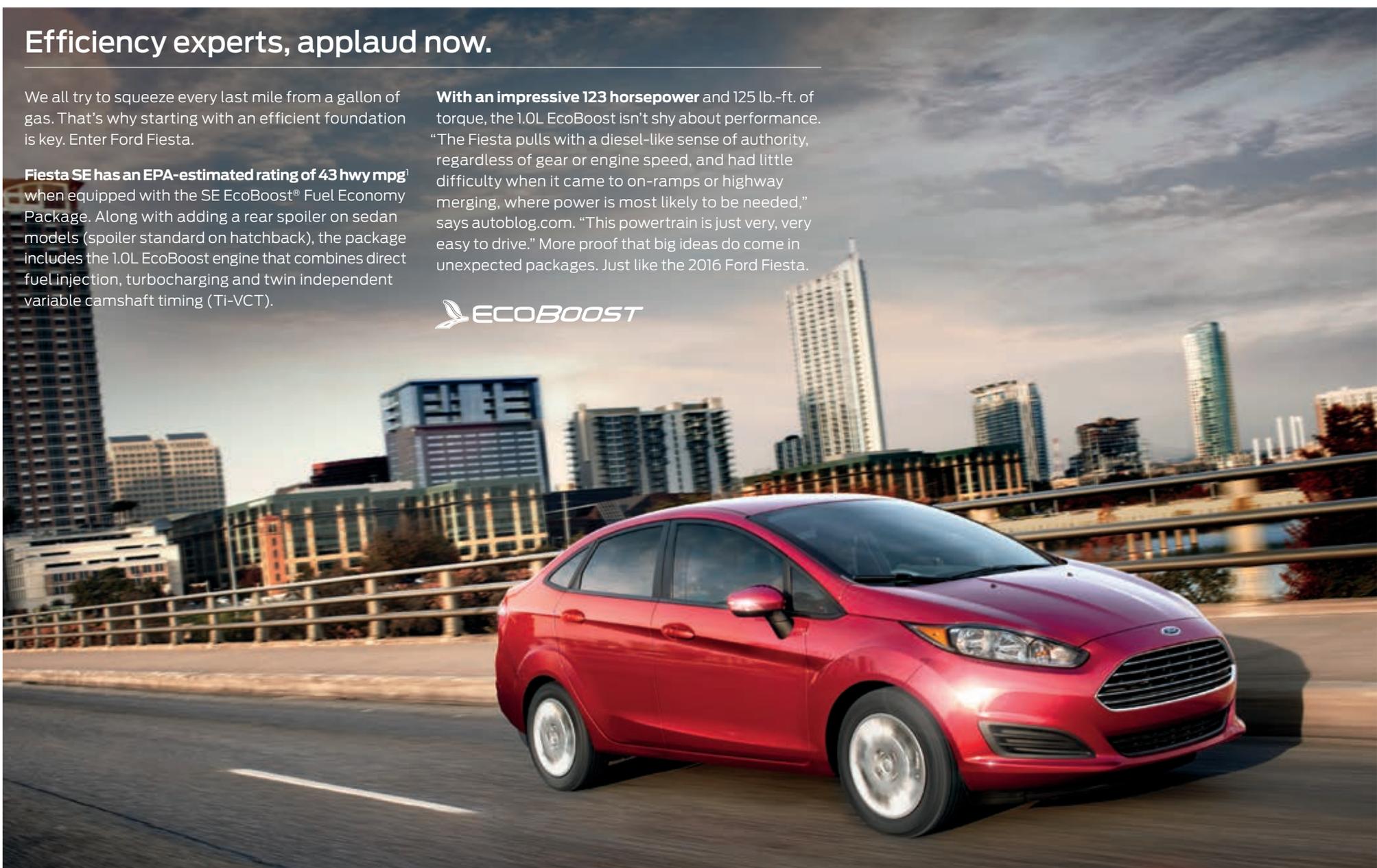


# Efficiency experts, applaud now.

We all try to squeeze every last mile from a gallon of gas. That's why starting with an efficient foundation is key. Enter Ford Fiesta.

**Fiesta SE has an EPA-estimated rating of 43 hwy mpg<sup>1</sup>** when equipped with the SE EcoBoost<sup>®</sup> Fuel Economy Package. Along with adding a rear spoiler on sedan models (spoiler standard on hatchback), the package includes the 1.0L EcoBoost engine that combines direct fuel injection, turbocharging and twin independent variable camshaft timing (Ti-VCT).

**With an impressive 123 horsepower** and 125 lb.-ft. of torque, the 1.0L EcoBoost isn't shy about performance. "The Fiesta pulls with a diesel-like sense of authority, regardless of gear or engine speed, and had little difficulty when it came to on-ramps or highway merging, where power is most likely to be needed," says autoblog.com. "This powertrain is just very, very easy to drive." More proof that big ideas do come in unexpected packages. Just like the 2016 Ford Fiesta.



EPA-ESTIMATED RATING  **43 HWY MPG<sup>1</sup>**



DIRECT  INJECTION<sup>2</sup>

SE. SE EcoBoost Fuel Economy Package. Ruby Red Metallic Tinted Clearcoat. Available equipment.

<sup>1</sup>EPA-estimated rating: 31 city/43 hwy/36 combined mpg, 1.0L EcoBoost. Actual mileage will vary. <sup>2</sup>Available feature.

2016 **FIESTA+ST**  
ford.com





## Drivers, keep smiling.

In Fiesta, every drive brings its own rewards. Dart in and out of traffic. Stick it in the corners. And draw admiring glances along the way.

**To help Fiesta stay sure-footed** in the corners, standard Torque Vectoring Control applies slight braking force (as needed) to the inside front wheel to help more torque reach the road.<sup>1</sup>

**For that extra-connected feel**, the PowerShift 6-speed automatic transmission<sup>2</sup> helps provide torque to the front wheels 100% of the time during shifts. Electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. Tuned shocks and spring rates balance responsive handling with the need for a smooth ride. Choose your favorite 15" or 16" wheels.<sup>2</sup> Then go.



2016 **FIESTA+ST**  
ford.com

<sup>1</sup>Remember 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. <sup>2</sup>Available feature.

# Multitaskers, just say the word.

Voice-activated SYNC<sup>®1</sup> technology helps you keep your eyes on the road and hands on the wheel. SYNC. Say the word.<sup>®</sup>

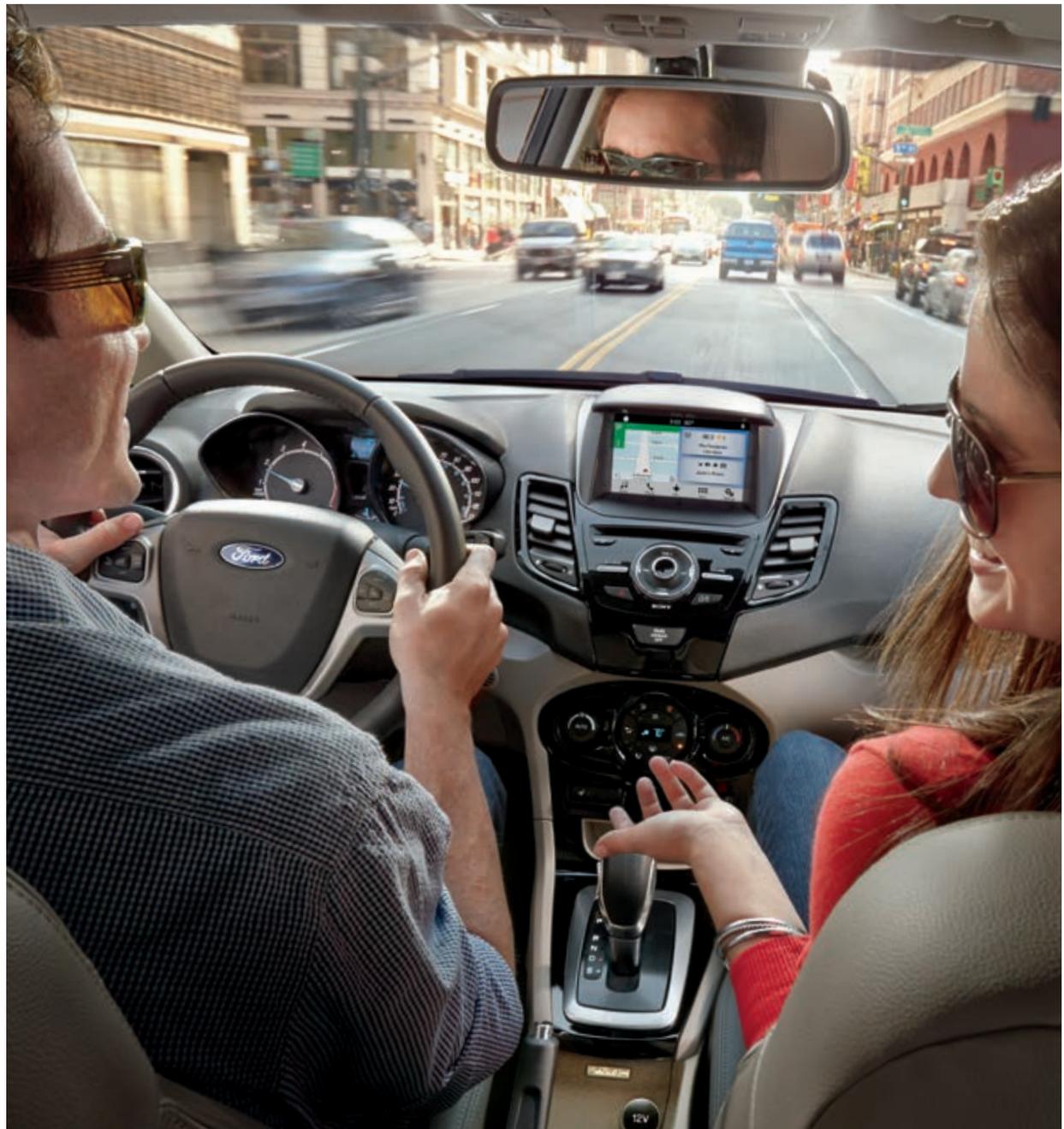
- **Hands-free calling** lets you make a call with a simple push of a button along with the sound of your voice.
- **Automatic phone book download** transfers the names and numbers in your compatible phone automatically, once paired.
- **Voice-activated music commands** let you say what music you want to hear and listen to it easily with voice-activated search, or say "Bluetooth<sup>®</sup> audio" to stream content from your phone.
- **SYNC AppLink<sup>™2</sup>** lets you control some of your favorite compatible mobile apps with your voice.
- **911 Assist<sup>®3</sup>** is a convenient no-charge feature that allows you to connect your compatible cell phone to help call 911, even if you can't.

Upgrade to SYNC 3.<sup>1</sup> Our next generation of voice-activated technology with an easy-to-use new design and features.

- **New hardware meets new software** on the easy-to-read LCD color screen that displays phone, audio and navigation<sup>4</sup> functions.
- **High-speed performance** means you'll experience quick responses to your commands. Plus, the capacitive touch screen includes convenient swipe and pinch-to-zoom features similar to your smartphone.
- **Enhanced voice recognition** lets you talk with simple, real-world voice commands and the system responds naturally to your voice.
- **Easy destination entry** feature within navigation<sup>4</sup> helps you locate your favorite restaurants, nearest ATM and more.
- **Siri<sup>®</sup> seamless integration** brings the power of Siri Eyes Free<sup>5</sup> and your iPhone<sup>®5</sup> into your vehicle.
- **Automatic updates over Wi-Fi<sup>®6</sup>** let you keep SYNC 3 up-to-date with the latest software as soon as new updates become available.

| SYNC

*Titanium. Medium Light Stone leather trim. SYNC 3. Available equipment.*



<sup>1</sup>Driving while distracted can result in loss of vehicle control. Only use SYNC/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. <sup>2</sup>Available feature. SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. <sup>3</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket on-board diagnostic devices may interfere with various vehicle systems including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility. <sup>4</sup>Available feature. <sup>5</sup>You must have a Bluetooth-enabled phone paired to your SYNC system. <sup>6</sup>Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update.

2016 FIESTA+ST  
ford.com





## Seekers, connect with your world.

**SiriusXM® Satellite Radio**<sup>1</sup> welcomes you to the World of SiriusXM.<sup>2</sup> Enjoy more than 150 channels including commercial-free music, plus live sports, news and exclusive entertainment, with a 6-month trial subscription to the All Access package included with your new vehicle. You'll hear every channel available, plus you can listen online and on the SiriusXM app.<sup>2</sup>

**Navigation**<sup>1</sup> with **SiriusXM Traffic and Travel Link**<sup>®</sup> includes a 5-year complimentary SiriusXM Traffic and Travel Link<sup>2</sup> trial subscription. Global Positioning System (GPS) technology is combined with 3-D mapping and provides voice-guided turn-by-turn directions. With SiriusXM Traffic and Travel Link, you'll get detailed traffic information, plus current and forecasted weather, gas station locations and prices, sports scores and schedules, and movie theater locations with show listings and times.

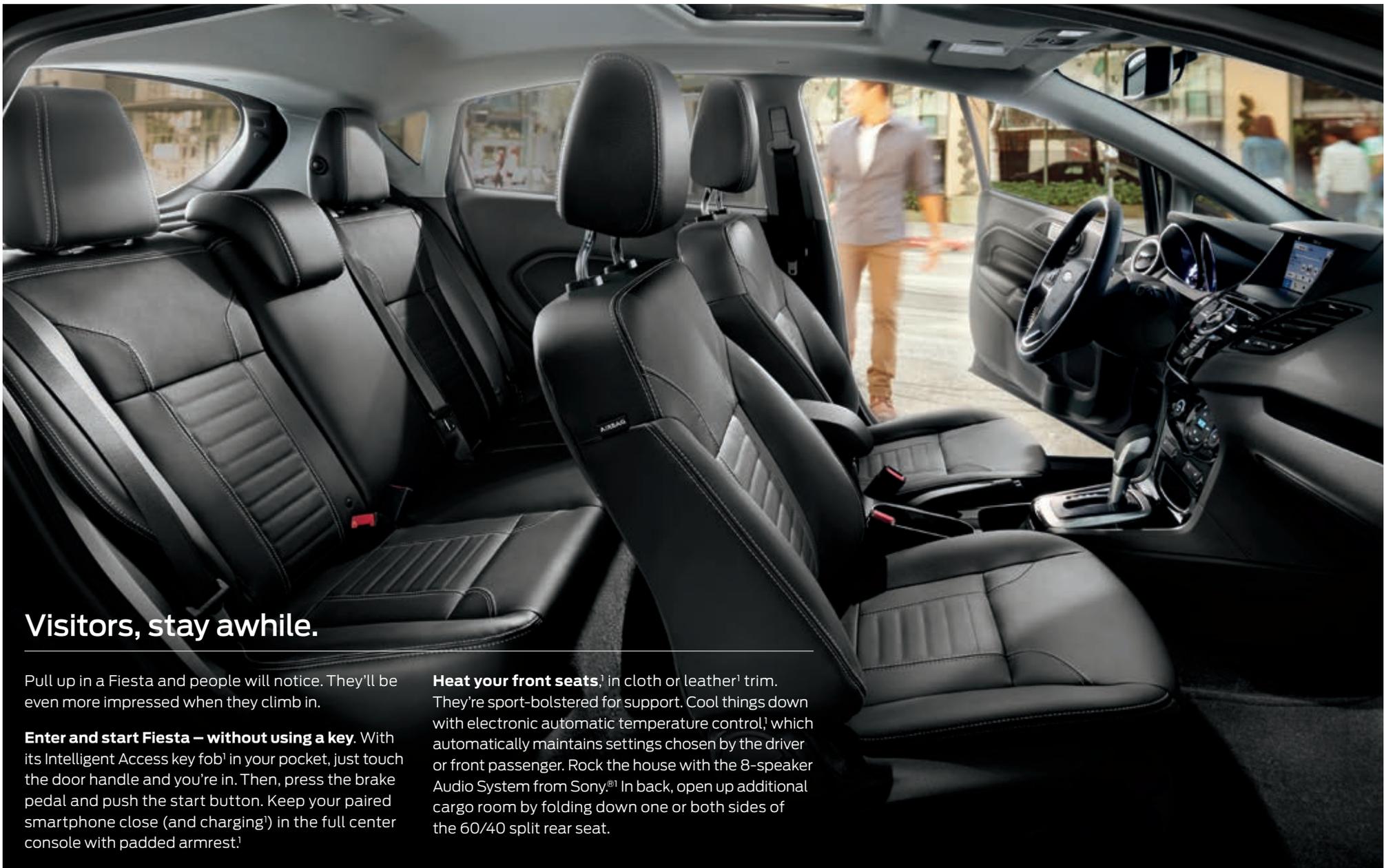
**(((SiriusXM)))**

*Titanium. Medium Light Stone leather trim. SYNC® 3. Available equipment.*



2016 **FIESTA+ST**  
ford.com

<sup>1</sup>Available feature. <sup>2</sup>SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at [www.siriusxm.com](http://www.siriusxm.com).



## Visitors, stay awhile.

Pull up in a Fiesta and people will notice. They'll be even more impressed when they climb in.

**Enter and start Fiesta – without using a key.** With its Intelligent Access key fob<sup>1</sup> in your pocket, just touch the door handle and you're in. Then, press the brake pedal and push the start button. Keep your paired smartphone close (and charging<sup>1</sup>) in the full center console with padded armrest<sup>1</sup>.

**Heat your front seats<sup>1</sup>**, in cloth or leather<sup>1</sup> trim. They're sport-bolstered for support. Cool things down with electronic automatic temperature control<sup>1</sup>, which automatically maintains settings chosen by the driver or front passenger. Rock the house with the 8-speaker Audio System from Sony.<sup>®1</sup> In back, open up additional cargo room by folding down one or both sides of the 60/40 split rear seat.

PUSH-BUTTON



START<sup>1</sup>

AUDIO SYSTEM



FROM SONY<sup>1</sup>

HEATED



FRONT SEATS<sup>1</sup>

*Titanium. Charcoal Black leather trim. Available equipment.*

<sup>1</sup>Available feature.

2016 **FIESTA+ST**  
ford.com





## Safety, for all.

---

Layer for protection. It's good advice that still applies today. Underneath the aerodynamic shape of the 2016 Fiesta, there are many protective layers.

**Strength surrounds** you in the form of 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: driver and front-passenger front; driver's knee; front-seat side; and side curtains.

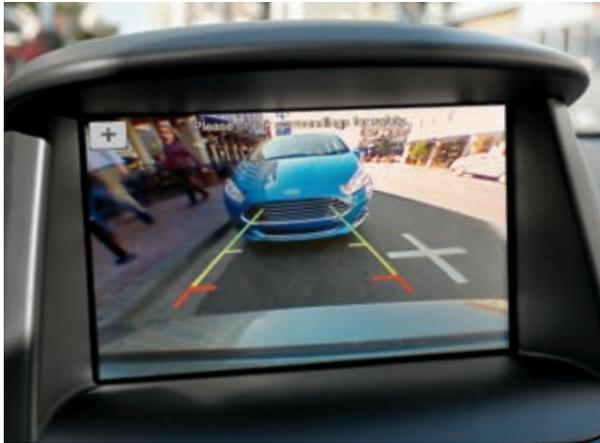
**Underpinning it all**, AdvanceTrac® electronic stability control automatically helps avoid skidding and fishtailing, helping keep all 4 wheels firmly planted.<sup>1</sup>

*SE. Ruby Red Metallic Tinted Clearcoat. Full body-styling kit. Available equipment.*

<sup>1</sup>Remember 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.

2016 **FIESTA+ST**  
ford.com





## Believers, make it your own.

Fiesta has so much to offer. Here's how you can make it your own.

**Let sun and breeze stream in** through the power moonroof.<sup>1</sup> See what's behind your vehicle as you slowly back up, thanks to a convenient rear view camera.<sup>1,2</sup> Even heat your front seats<sup>1</sup> (in cloth or leather<sup>1</sup>).

**Choose your color** with ambient lighting.<sup>1</sup> With MyKey,<sup>®1</sup> set speed and volume controls for when others are driving your Fiesta.

**Never leave your gas cap behind** with the Easy Fuel<sup>®</sup> capless fuel filler. You don't need one. With its long list of standard and available features, your 2016 Fiesta can be just the way you want it.

<sup>1</sup>Available feature. <sup>2</sup>Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.

# Fiesta Specifications



SE, Electric Spice. SE Black Package. Full body-styling kit. Available equipment.

## Engines/EPA-Estimated Ratings<sup>1</sup> & Dimensions

### 1.6L Ti-VCT I-4

120 hp @ 6,350 rpm  
112 lb.-ft. of torque @ 5,000 rpm

5-speed manual  
28 city/36 hwy/31 combined mpg  
PowerShift 6-speed automatic  
27 city/37 hwy/31 combined mpg

### 1.0L EcoBoost® I-3

123 hp @ 6,000 rpm  
125 lb.-ft. of torque @ 2,500 rpm

SE EcoBoost Fuel Economy Package  
with 5-speed manual  
31 city/43 hwy/36 combined mpg

### 1.6L EcoBoost I-4

197 hp @ 6,000 rpm<sup>2</sup>  
202 lb.-ft. of torque @ 4,200 rpm<sup>2</sup>

6-speed manual  
26 city/33 hwy/29 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"             |
| Leg room – Front (max.) | 43.6"             |
| Leg room – Rear         | 31.2"             |

### Capacities (cu. ft.)

|  |                |
|--|----------------|
| Passenger volume (sedan/hatchback/ST)          | 83.2/83.3/83.3 |
| Luggage capacity (sedan/hatchback/ST)          | 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           |

## Standard Features

### Mechanical

|  |
|--|
| Anti-Lock Brake System (ABS)                     |
| Electric power-assisted steering (EPAS)          |
| Front-wheel drive (FWD)                          |
| Suspension – Front: independent MacPherson strut |
| Suspension – Rear: non-independent twist-beam    |
| Torque Vectoring Control                         |

### 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                          |
| Autolock                                  |
| Bottle/cupholders (5 front, 1 rear)       |
| Front carpeted floor mats                 |
| Front doors with map pocket and cupholder |
| Front-passenger seat back map pocket      |
| Power door locks                          |
| Rear climate vents                        |
| Tilt/telescoping steering column          |

### Exterior

|   |
|---|
| Acoustic-laminate windshield              |
| Body-color door handles                   |
| Easy Fuel® capless fuel filler            |
| Quad-beam halogen headlamps               |
| Rear-window defroster                     |
| Rear-window wiper with washer (hatchback) |
| Solar-tinted glass                        |
| Windshield wipers – Intermittent          |

### Safety & Security

|   |
|---|
| Personal Safety System™ for driver and front passenger includes dual-stage front airbags <sup>3</sup> ; 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   |
| Belt-Minder® front safety belt reminder   |
| Child-safety rear door locks  |
| Driver's knee airbag <sup>3</sup>   |
| Front-seat side airbags <sup>3</sup>  |
| Hill start assist   |
| Perimeter alarm   |
| Remote Keyless Entry System with integrated keyhead transmitter remotes (2)   |
| SecuriLock® Passive Anti-Theft System   |
| Side-curtain airbags <sup>3</sup>   |
| SOS Post-Crash Alert System™  |
| Tire Pressure Monitoring System (excludes spare)  |

Dimensions may vary by trim level.

<sup>1</sup>Actual mileage will vary. <sup>2</sup>Tested with 93-octane fuel. <sup>3</sup>Always wear your safety belt and secure children in the rear seat.



SE Sedan. Shadow Black. Available equipment. SE Hatchback. Ruby Red Metallic Tinted Clearcoat. SE Appearance Package. Available equipment.

SE. Medium Light Stone cloth seats with Medium Light Stone accents.

Steering wheel-mounted audio controls.

SYNC voice-activated, in-vehicle connectivity system.

## S Sedan/Hatchback

**Equipment Group 100A**  
Includes all standard features, plus:

### Mechanical

1.6L Ti-VCT I-4 engine  
5-speed manual transmission  
Compact spare steel wheel and tire  
Power front disc/rear drum brakes

### 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  
Auxiliary audio input jack  
Day/night rearview mirror  
Driver and front-passenger sun visors with vanity mirrors  
Ford SYNC® voice-activated, in-vehicle connectivity system with USB port  
Manual windows  
Multifunctional digital display in center stack

### Exterior

15" steel wheels with silver-painted covers and P185/60R15 all-season 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

Audio upgrade by KICKER® (sedan only)

**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

Keyless entry keypad

PowerShift 6-speed automatic transmission with SelectShift® capability

Remote Start System (requires PowerShift 6-speed automatic transmission)

**Smoker's Package** includes cigarette lighter and ash cup

## SE Sedan/Hatchback

**Equipment Group 200A**  
Includes select S features, plus:

### Seating

Unique cloth seats and door-trim inserts

### Interior

12-volt rear powerpoint  
Ambient lighting  
Chrome door handles  
Cruise control  
Full center console with armrest  
Leather-wrapped steering wheel  
Message center with trip computer  
MyKey®  
Overhead console  
Power windows with one-touch-up/-down driver's side window feature  
Rear dome light

### Exterior

15" Sparkle Silver aluminum wheels  
Automatic headlamps with wiper activation  
Power sideview mirrors with integrated blind spot mirrors and turn signal indicators

### Available Equipment Group

**Equipment Group 201A – SE Appearance Package** includes SYNC 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™, 911 Assist® and 2 smart-charging USB ports; SiriusXM® Satellite Radio with 6-month All Access trial subscription; unique Sport cloth seats with contrast stitching; driver's seat manual lumbar; leather-wrapped shift knob (manual only); 16" 8-spoke Sparkle Silver aluminum wheels; fog lamps with chrome bezels; rear decklid spoiler (sedan); and compact spare aluminum wheel and tire

### Available Options & Packages

16" 8-spoke Black-painted machined aluminum wheels (sedan only; n/a with SE EcoBoost® Fuel Economy Package)

Audio upgrade by KICKER (sedan only)

### Cargo Management Package

**Comfort Package** includes electronic automatic temperature control, heated front seats, and heated sideview mirrors

**Exterior Protection Package** includes rear bumper protector, and molded splash guards for front and rear (hatchback only; n/a with full body-styling kit)

### Fiesta Lower Door Stripe Graphic Package

Full body-styling kit includes unique body-color front fascia with black center airfoil, body-color rear lower valance with unique black rear diffuser, body-color-painted side rocker moldings, and front fog lamps (hatchback only; late availability; n/a with SE EcoBoost Fuel Economy 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

Remote Start System (requires PowerShift 6-speed automatic transmission)

**SE Black Package** includes 16" 8-spoke Black-painted machined aluminum wheels; Black-painted sideview mirror caps, upper grille surround and fog lamp bezels; and unique painted grille (hatchback only; late availability; n/a with Blue Candy exterior paint)

**SE EcoBoost Fuel Economy Package** includes 1.0L EcoBoost I-3 engine, 15" steel wheels with silver-painted covers, and rear decklid spoiler on sedan (requires 5-speed manual transmission and 200A)

### Smoker's Package

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription (requires 201A)



15" Steel with Silver-Painted Covers  
Standard: S  
Included: SE EcoBoost Fuel Economy Package



15" Sparkle Silver Aluminum  
Standard: SE



16" 8-Spoke Sparkle Silver Aluminum  
Included: SE Appearance Package



16" 8-Spoke Black-Painted Machined Aluminum  
Optional: SE and SE Appearance Package  
Included: SE Black Package



2016 **FIESTA+ST**  
ford.com

## 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

Leather-wrapped shift knob (manual)

Rear view camera

SiriusXM® Satellite Radio with 6-month All Access trial subscription

SYNC® 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™ 911 Assist® and 2 smart-charging USB ports

#### Exterior

16" premium Sparkle Nickel-painted aluminum wheels with P195/50R16 all-season tires

Chrome beltline and rear moldings

Chrome headlamp bezels

Fog lamps with chrome surrounds

Heated sideview mirrors

Piano Black-painted lower grille with chrome accent

Reverse Sensing System

#### Available Options & Packages

Audio upgrade by KICKER® (sedan only)

**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

Remote Start System (requires PowerShift 6-speed automatic transmission)

**Smoker's Package** includes cigarette lighter and ash cup

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription



Sedan. Magnetic. Hatchback. Blue Candy Metallic Tinted Clearcoat. Available equipment.

Electronic automatic temperature control.

Audio System from Sony with 8 speakers and HD Radio Technology.

Heated sideview mirrors.



16" Premium  
Sparkle Nickel-Painted Aluminum  
Standard



Kona Blue. Available equipment.

Perforated leather-wrapped steering wheel with ST badge.

Front door-sill plates with ST logo.

6-speed manual transmission leather-wrapped shift knob.

## ST Hatchback

### Equipment Group 400A

Includes select SE features, plus:

### Mechanical

1.6L EcoBoost® I-4 engine  
 6-speed manual transmission  
 3-mode AdvanceTrac® electronic stability control (Standard, Sport, Off)  
 Full-size spare wheel and tire (15" x 6")  
 Power front and rear performance brakes with track 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  
 Carpeted front and rear floor mats  
 Electronic automatic temperature control  
 Intelligent Access with push-button start  
 Leather-wrapped shift knob with metallic insert  
 SiriusXM® Satellite Radio with 6-month All Access trial subscription  
 Sound symposer  
 SYNC® 3 enhanced voice recognition communications and entertainment system with 6.5" color LCD touch screen in center stack, AppLink™ 911 Assist® and 2 smart-charging USB ports  
 Unique front door-sill plates with ST logo  
 Unique perforated leather-wrapped steering wheel with ST badge

### Exterior

17" premium Rado Gray-painted aluminum wheels with summer-compound performance tires<sup>1</sup>  
 Black headlamp bezels  
 Fog lamps  
 Modified front fascia with black center airfoil  
 Rear diffuser  
 Side rocker moldings  
 Twin chrome exhaust tips  
 Unique high-mounted liftgate spoiler

### Available Options & Packages

17" premium Ebony Black-painted aluminum wheels with red-painted brake calipers  
 17" high-performance all-season tires, plus performance brakes with low-dust street pads  
**Cargo Management Package** includes cargo net and foldable soft cargo organizer  
 Over-the-top stripes  
 Power moonroof  
**Smoker's Package** includes cigarette lighter and ash cup  
**ST Protection Package** includes all-weather floor mats with ST logo for front and rear, cargo area protector with ST logo, and full vehicle cover with ST logo  
**ST RECARO® Package** includes RECARO partial leather-trimmed front bucket seats with cloth accents, heated front seats, and heated sideview mirrors  
 Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 5-year subscription



17" Premium Rado Gray-Painted Aluminum Standard



17" Premium Ebony Black-Painted Aluminum with Red-Painted Brake Calipers Optional



2016 **FIESTA+ST**  
 ford.com

<sup>1</sup>Ford 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.

## Exteriors



White Platinum Metallic Tri-coat



Oxford White



Ingot Silver\*



Molten Orange Metallic Tri-coat



Ruby Red Metallic Tinted Clearcoat



Electric Spice\*



Blue Candy Metallic Tinted Clearcoat



Kona Blue\*



Magnetic\*



Shadow Black

## Interiors



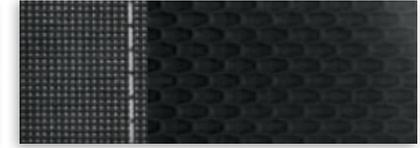
1 Charcoal Black Cloth with Sterling Stone Accents



2 Medium Light Stone Cloth



3 Charcoal Black Cloth



4 Charcoal Black Sport Cloth with Silver Stitching



5 Charcoal Black Sport Cloth with Red Stitching



6 Charcoal Black Cloth



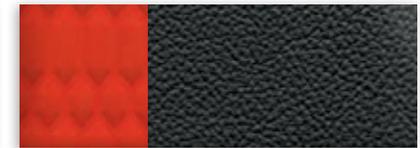
7 Medium Light Stone Leather



8 Charcoal Black Leather



9 Charcoal Black Leather with Smoke Storm Cloth Accents



10 Charcoal Black Leather with Molten Orange Cloth Accents

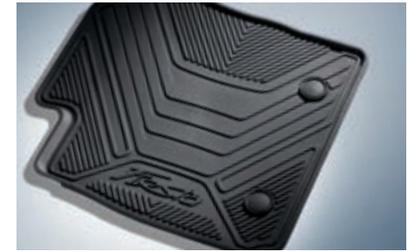
| Exteriors   | Interiors |    |   |   |   |          |   |    |   |  |
|---|-----------|----|---|---|---|----------|---|----|---|--|
|   | S         | SE |   |   |   | Titanium |   | ST |   |  |
| White Platinum Metallic Tri-coat <sup>1</sup>     |           | 2  | 3 | 4 | 5 | 7        | 8 | 6  | 9 |  |
| Oxford White                                      | 1         | 2  | 3 | 4 | 5 |          |   |    |   |  |
| Ingot Silver                                      | 1         | 2  | 3 | 4 | 5 | 7        | 8 |    |   |  |
| Molten Orange Metallic Tri-coat <sup>1</sup>      |           |    |   |   |   |          |   | 6  | 9 |  |
| Ruby Red Metallic Tinted Clearcoat <sup>1</sup>   |           | 2  | 3 | 4 | 5 | 7        | 8 |    |   |  |
| Electric Spice                                    |           | 2  | 3 | 4 | 5 | 7        | 8 |    |   |  |
| Blue Candy Metallic Tinted Clearcoat <sup>1</sup> |           | 2  | 3 | 4 | 5 | 7        | 8 |    |   |  |
| Kona Blue   |           | 2  | 3 | 4 | 5 | 7        | 8 | 6  | 9 |  |
| Magnetic  |           | 2  | 3 | 4 | 5 | 7        | 8 | 6  | 9 |  |
| Shadow Black                                      | 1         | 2  | 3 | 4 | 5 | 7        | 8 | 6  | 9 |  |

4, 5 SE Appearance Package 9, 10 ST RECARO® Package

<sup>1</sup>Additional charge.

Colors are representative only. See your dealer for actual paint/trim options.

\*Metallic.



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

*Rear spoiler winglets*

*All-weather floor mats*

*Remote start systems*

*Cargo area protector*

**Exterior**

- Bodyside graphics
- Custom graphics and trim kits<sup>2</sup>
- Fog lamp bezels
- Full vehicle covers<sup>2</sup>
- Hood protector<sup>2</sup>
- Racks and carriers<sup>2</sup>
- Rear bumper protector
- Rear spoilers
- Side window deflectors
- Splash guards
- ST full vehicle cover
- ST over-the-top stripes

**Interior**

- All-weather and premium carpeted floor mats
- Ash cup/coin holders
- Cargo organizers and protectors
- Door sill plates
- Gear indicator shift knob<sup>2,3</sup>
- Gear shift knobs<sup>3</sup>
- Interior light kit
- ST all-weather floor mats
- ST carbon fiber gear shift knob
- ST cargo area protector
- ST door-sill plates
- Tablet cradle<sup>2</sup>

**Electronics**

- Audio upgrade by KICKER<sup>®4</sup>
- Keyless entry keypad
- Remote start systems
- Reverse Bumper-Mounted Warning Sensor System<sup>2</sup>
- Vehicle Security System

**Wheels**

- 16" 8-spoke Black-painted machined aluminum<sup>1</sup>
- 16" 8-spoke Sparkle Silver<sup>1</sup>
- 16" polished<sup>1</sup>
- ST 17" Black-painted<sup>1</sup>
- Wheel lock kits

<sup>1</sup>Additional components may be required. See dealer for details. <sup>2</sup>Ford Licensed Accessory. <sup>3</sup>Manual transmission only. <sup>4</sup>Available on sedan only.



Go Further

[ford.com/fiesta](http://ford.com/fiesta)

Follow Ford:



**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](http://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.

**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](http://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** will be 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.

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.

HD Radio is a proprietary trademark of iBiquity Digital Corp. iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. KICKER is a registered trademark of Stillwater Designs and Audio, Inc. RECARO is a registered trademark of RECARO Beteiligungs-GmbH. SiriusXM services require a subscription, sold separately by SiriusXM after trial period. Fees and taxes apply. All fees and programming subject to change. Sirius satellite service is available only to those in the 48 contiguous USA, D.C. and PR (with coverage limitations). Our Internet radio service is available throughout our satellite service area and in AK and HI. Some channels not available in all lineups. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sony is a registered trademark of the Sony Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. Wi-Fi® is a registered trademark of the Wi-Fi Alliance®.



Click here to learn more  
about your Fiesta