



Ford Fiesta Global Heritage

Europe and Global Markets 1976-2009

U.S. and Canada 1978-1980

Introduction

For the U.S. and Canada Fiesta arrived as a 1978 model, equipped with the 1.6-liter Kent OHV I-4 engine – the largest offering in European markets. This sturdy block earned an enviable motorsport reputation by powering a legion of Sports Car Club of America (SCCA) competitors in Formula Ford single-seat racing cars. Fiesta paired the Kent engine with a mandatory four-speed manual transmission and wrapped in a light-weight body. The car became an instant favorite. *Car and Driver* pushed a Fiesta from 0-60 in 10.4 seconds and to an observed 97mph top speed.



Four Trim Levels

U.S. and Canada-bound Fiestas were built at Ford's Cologne, Germany production facility. Offered in a single body style – a two-door hatchback – Fiesta was available in four distinctive trim levels: Standard, Décor, Sport and Ghia. Standard models stressed value, while the Décor series provided beltline trim and softer interior materials. The Sport added a tachometer, a stabilizer bar, stripes and seats covered in a Native American pattern while the high-level Ghia series added velour seating and richer appointments.



Banner Year

1979 was the original Fiesta's big year in the U.S. with 81,273 units sold. Clever packaging and space utilization made Fiesta the ideal vehicle for the one car household of a young single or couple. Folding down the back seat and opening the hatchback turned the Fiesta into a capable hauler. North American specification Fiestas enjoyed both the largest engine and available air conditioning.



SCCA Racer

The 1980s dawned with the sprightly Fiesta continuing to find favor among the young and young-at-heart. Fiesta was a dominant force in Showroom Stock C road racing, the entry-level SCCA class for street-legal production cars. An aspiring racer could install a four-point roll bar, some competition safety belts, a driver's side window net and duct tape on the headlights, transforming commuter transportation into a competitive track star.



Winding Down

The North American Fiesta was discontinued to make room for the all-new 1981 Ford Escort. Clever planners at Ford realized that Fiesta's cult-like following still would find Fiesta a compelling proposition. To that end, a full 47,707 Fiestas went out the door – all 1980 model year cars – during 1981. When gas prices spiked in the early 1980s, a clean used Fiesta could command more than its original MSRP.



Still Racing Today

Fiestas were enthusiastically driven to high mileage accumulations. Common on American streets into the early 1990s, almost 300,000 Fiestas were sold as inexpensive, fuel-efficient and fun alternatives to the dreary small cars of the day. Several Fiestas survived to play roles in both SCCA Improved Touring class C and Rally competition. Recently, Ford Racing has resumed production of the legendary Kent engine block, to the delight of Formula Ford, and Mk 1 Fiesta enthusiasts, worldwide.

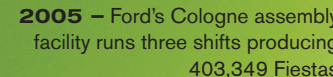


2010



2009

2009 – Fiesta 4-door introduced in China
2009 – Over 500,000 Mk VI Fiestas sold



2001

2001 – Mk V Fiesta Introduced



2001

1999 – Fiesta design freshened

1997 – Passenger side air bag standardized

1994 – Driver's side air bag becomes standard equipment

1991 – Total Fiesta production reaches 5.5 million units

1989 – Fiesta Mk III arrives with smoother aerodynamics, new diesel engine



1989

1984 – Fiesta 1.3L goes lead-free

1981 – Fiesta production reaches 2 million units, Sporty XR2 Fiesta bows

1978 – British Design Award Winner



1976

1976 – Fiesta Introduced

2010 – Fiesta returns to North America

2008 – Fiesta Mk VI Introduced



2008

2004 – Sporty Fiesta ST Introduced



1996

1996 – Fiesta Mk IV bows with Zetec multi-valve engines, ABS, Traction Control

1992 – A record 648,781 units sold

1990 – Fiesta named Spain's Car of the Year, XR2i available

1984 – Continuously Variable Automatic Transmission introduced



1983

1983 – Fiesta Mk II Introduced

1980 – Fiesta S debuts

1977 – Fiesta production tops 350,000 units



Ford Fiesta Global Accolades

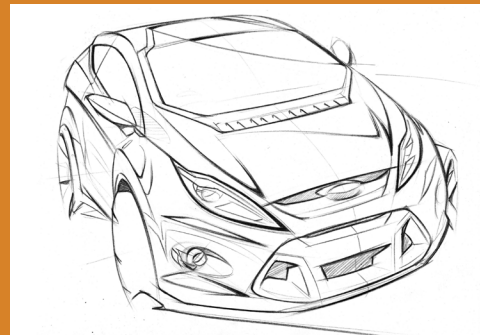


Fiesta Highlights

- Designed and developed as Ford's first ONE Ford global car, Fiesta first launched in Europe in 2008, more recently in Asia and will launch in North America in 2010.
- In Europe, the Fiesta name has long been synonymous with outstanding driving performance, design and value.
- Today's Fiesta takes the model's three-decade heritage to a new level with its eye-catching kinetic design and acclaimed driving dynamics.
- Over 500,000 Fiesta Mk VI models have sold world-wide, thus far.
- More than 12 million Fiestas sold in total.



'red dot' International Design Award



- Ford Fiesta was awarded a prestigious 'red dot' design award for international product design.
- The 28 leading designers and design experts from 19 countries called Fiesta one of the most stylish cars in the world, stating the design as "innovative and dynamic."
- The award showcases the fact that Fiesta delivers style, together with outstanding quality that consumers desire.
- The red dot design awards, one of the world's largest design recognition programs, are presented annually by Germany's Essen-based Design Zentrum Nordrhein Westfalen.

Additional Awards

- 2010 Romian Car of the Year
- 2009 Car of the Year – The Sun Motors
- 2009 Croatian Car of the Year – Croatian Car Association
- 2009 Hellenic Car of the Year – Journalists from *Autobild*, *Drive*, *Autocar*
- Woman's Car 2009 – Hachette Filipacchi Editorial Group
- 2008 Scottish Car of the year – Association of Scottish Motoring Writers
- The Best of the 2008 Geneva Show – Most Significant – *AutoWeek*
- *Top Gear*, *Car*, *Car and Driver* and *4 Wheels* awards
- 2008 Croatian Car of the Year – Croatian Car Association

"Car of the Year" – *What Car?* Magazine

- *What Car?* magazine, Great Britain's leading source of new-car advice, named the new Ford Fiesta its Car of the Year 2009.
- *What Car?* editors praised Fiesta for its stylish design, performance and fuel economy, saying it is the most complete car they've ever tested.
- Editors also admired Fiesta for being practical enough to be used as a family car, fun enough for a sports car and stylish enough to make the right impression, all while being affordable to buy, cheap to run and kind to the planet.
- *What Car?* judges also named Fiesta as the top car in the "supermini" category, stating no other supermini got close to its 'look at me' factor.