

2012 **FIESTA**



Drive one.



Delivers smiles like no other car in its class.

With unsurpassed highway fuel economy¹ and bright colors like Lime Squeeze and Yellow Blaze, it's easy to see why. Of course, the 2012 Ford Fiesta also helps you make and take calls without touching your phone,² and switch songs while your MP3 player is tucked away.² Plus, receive turn-by-turn navigation instructions² on a 4" LCD display and enjoy the peace of mind from 7 standard airbags, including one that protects the driver's knees. Are you starting to grin? Available in hatchback or sedan, Fiesta is such a joy to drive and be with that many owners actually "name" theirs.

SES Hatchback. Lime Squeeze Metallic. Available equipment. EPA-estimated 29 city/38 hwy/33 combined mpg.

¹Class is Compact Cars vs. 2011/2012 competitors. EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package. ²Available feature.



2012 **FIESTA** ford.com

Starts with the power of your touch.



Unlock your door
without your key



Start Fiesta with
the touch of a button

Get in – to something completely different. Any time of the day or night. With Fiesta's smart key,¹ just touch the door handle and you're in (while the key is still tucked away and without you having to search for it). Then, press the brake pedal and turn it on by pushing the start button. You're off. It's that easy in the 2012 Ford Fiesta.

¹Available feature.



Drive one.

Up to 40 mpg hwy. No other car in its class gets more.



Fiesta delivers unsurpassed highway fuel efficiency of up to 40 mpg,¹ along with 120 horsepower. Much of the credit goes to its 1.6L Ti-VCT Duratec® I-4 engine. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque, and contributes to fuel efficiency. For that extra-connected feel, a PowerShift 6-speed automatic transmission² can provide torque to the wheels 100% of the time during shifts. Electric power-assisted steering contributes to efficiency as well.

SEL Sedan. Ingot Silver Metallic. Available equipment. ■ SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment. EPA-estimated 29 city/38 hwy/33 combined mpg.

¹EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package. ²Available feature.



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Screams in the corners, and even at a standstill.

In Fiesta, every drive is like a day at the races. Cruising the straightaway. Tearing into the corners. And drawing admiring glances along the way. To help Fiesta stay sure-footed and firmly planted in the corners, its MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. Advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. In the rear, a twist-beam suspension with specially tuned shocks and spring rates deftly balances responsive handling with the need for a smooth ride. Choose from 15" or 16" wheels! Then get out and go.

SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment.

¹Available feature.



2012 FIESTA ford.com

Leather, lighting and so much more.

With choices you won't find anywhere else in its class, style abounds inside Fiesta. Leather-trimmed seats¹ in your choice of Charcoal Black with Cashmere-colored piping, or Plum Red or Cashmere-colored with Charcoal Black piping. If that's not enough, the new Race Red or Oxford White Interior Style Packages¹ carry their color schemes to the instrument panel and door-trim inserts. There's also heated front-seat cushions¹. And ambient lighting that lets you choose from 7 hues¹. All ready to impress. And since style doesn't have to take a back seat to space, Fiesta's 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan.



SES Hatchback. Charcoal Black leather-trimmed seats with Cashmere-colored piping. Available equipment.

¹Available feature.



2012 FIESTA ford.com



Hands control the wheel. Voice controls the rest.

Stay connected to calls and more with SYNC.

No more searching for your phone. No device on your ear. Connect to your world with voice-activated Ford SYNC.¹ Once paired, SYNC recognizes your phone and automatically transfers your contacts to support voice calling. Just touch a button on the steering wheel and say things like "Call Melissa," or "Call home." SYNC also offers 911 Assist,TM and with an activated SYNC Services account you get business searches,¹ turn-by-turn driving directions,¹ custom traffic alerts¹ and more. Personalize your experience at SyncMyRide.com.

Switch songs and playlists. Enjoy SiriusXM.

SYNC allows voice-activated control of your media player as well.¹ Just plug it into the USB port and your entire music collection can be accessed by voice. Ask for your favorite artist or playlist and SYNC responds in an instant. New AppLink¹ lets smartphone users control Pandora[®] internet radio and Stitcher SmartRadioTM by voice too. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio.²

¹Available feature. Requires compatible mobile device. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Traffic alerts and turn-by-turn directions available in select markets. Text message and data rates may apply. ²Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.





The 7th airbag.

A first-in-class driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.

The only 2011 "Top Safety Pick" in its class!¹

Travel with confidence knowing Fiesta attained the highest possible rating from the Insurance Institute for Highway Safety (IIHS), the only car in its class to achieve this honor. In fact, no other brand offers you more 2011 "Top Safety Pick" vehicles than Ford. Our engineers are constantly developing and advancing safety technologies to help give you peace of mind out there on the road.

Masters challenging moments.

Our standard AdvanceTrac[®] electronic stability control with traction control² automatically helps avoid skidding and fishtailing. It's particularly beneficial in all kinds of inclement weather.

Personalizes your protection.

Our advanced Personal Safety System[™] uses sensors to optimize deployment of the dual-stage front airbags in certain frontal collisions. Front-seat side airbags and side-curtain airbags help protect both head and chest in certain side-impact collisions. And a driver's knee airbag helps cushion that area as well.

Surrounds you with strength.

SPACE (Side Protection And Cabin Enhancement) Architecture utilizes a hydroformed cross-car beam between the door frames, strengthening the passenger compartment.

Clears up blind spots.

Each standard sideview mirror features an integrated convex blind spot mirror that helps alert you to vehicles and objects nearby so you can avoid them.

Reminds you to buckle up.

Our Belt-Minder[®] system sounds a persistent alert to encourage those in front to buckle up for safety on every ride.

Sends an SOS for you.

Our SOS Post-Crash Alert System[™] can automatically flash the hazard lights and sound the horn after an airbag has deployed or a safety belt pretensioner has activated in certain collisions.³ No subscription required.

Directly contacts 911.

Ford SYNC^{®4} with 911 Assist[™] uses your phone to call 911 in the event of airbag deployment or fuel pump shutoff.⁵ If needed, it can even give the operator an urgent message for you.

SES Hatchback. Lime Squeeze Metallic. Available equipment.

¹Class is Compact Cars vs. 2011/2012 competitors. 2012 model year not yet tested. 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. ³SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. ⁴Available feature. ⁵The 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.



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Lots of ways to make it yours.



In addition to versatile standards that make your life easier, a long list of optional features helps you create a Fiesta that addresses your needs. Always on the go? Add power, heated sideview mirrors¹ to quickly melt snow, and Intelligent Access with push-button start¹ for completely keyless entry. Need to activate your Vitamin D? Then add a power moonroof¹ to let the sun stream in. Whatever you choose, you're creating the Fiesta you want, just the way you want it.

Power, heated sideview mirror with turn signal indicator¹

Class-exclusive 12-volt rear powerpoint¹

Push-button start¹

Heated front-seat cushions¹

Power moonroof¹

¹Available feature.





SE Hatchback in Oxford White customized with body kit by 3dCarbon,¹ black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black "Fiesta Tattoo" graphics kit, smoked hood and side window deflectors, roof-mounted crossbars by THULE,¹ rear roof spoiler, 16" premium Luster Nickel-painted aluminum wheels² and chrome-plated wheel lock kit

Armrest by Polytec Foha¹

Sport pedals³

Rear bumper and cargo area protectors

Gear indicator shift knob by Gaslock^{1,3}

Appearance

Ford Custom Graphics by Original Wraps,TM Inc.¹

Electronics

Keyless entry keypad
Remote start systems
Vehicle security systems
Park assist systems¹

Exterior

Splash guards
Racks and carriers¹
Full vehicle covers¹
Locking fuel plug

Interior

Interior light kit
Illuminated door sill plates
Cargo organizers and protectors
Gear shift knobs³
Ash cup/coin holder

¹Ford Licensed Accessory. ²Vehicle application and restrictions apply. Additional components are required. See dealer for details. ³For manual transmission only.

FIESTA Standard Features

Mechanical

1.6L Ti-VCT Duratec® I-4 engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes

Seating

4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat backs
Adjustable front head restraints
Adjustable rear head restraints
Cloth seats

Interior

3-spoke steering wheel
4" multifunctional LCD screen
12-volt front powerpoint
Air conditioning
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front carpeted floor mats
Power door locks
Rear heat ducts
Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass
Body-color door handles
Easy Fuel® capless fuel filler
Quad-beam halogen headlamps
Rear-window defroster
Windshield wipers – Intermittent

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags¹, 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 airbag¹
Front-seat side airbags¹
SecuriLock® Passive Anti-Theft System
Side-curtain airbags¹
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



S Sedan

Equipment Group 100A
Includes all standard features, plus:

Interior

AM/FM stereo and 4 speakers
Day/night rearview mirror
Driver and front-passenger sun visors
Manual windows

Exterior

3-bar body-color grille with lower chrome surround
15" steel wheels with covers and P185/60R15 tires
Power sideview mirrors with integrated blind spot mirrors



SE Sedan

Equipment Group 200A
Includes select S features, plus:

Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Automatic locking doors (driveaway)
Driver and front-passenger sun visors with vanity mirrors
Front-passenger seat back map pockets
Integrated armrest on driver's seat
Message center with trip computer
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Unique cloth seats

Exterior

3-bar chrome grille
Remote Keyless Entry System

Horsepower, Torque & EPA-Estimated Fuel Economy

1.6L Duratec I-4 Engine	Horsepower: 120 @ 6,350 rpm	Torque (lb.-ft.): 112 @ 5,000 rpm
5-speed manual	29 city/38 hwy/33 combined mpg	
PowerShift 6-speed automatic	29 city/39 hwy/33 combined mpg	
SFE Package with PowerShift 6-speed automatic	29 city/40 hwy/33 combined mpg	

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

Comparisons based on 2011/2012 competitive models (class is Compact Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



FIESTA Standard Features



SE Hatchback

Equipment Group 200A
Includes select S features, plus:

Interior
AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Automatic locking doors (driveaway)
Driver and front-passenger sun visors with vanity mirrors
Front-passenger seat back map pockets
Integrated armrest on driver's seat
Message center with trip computer
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Unique cloth seats

Exterior
Body-color grille
Rear spoiler
Rear window wiper
Remote Keyless Entry System



SEL Sedan

Equipment Group 300A
Includes select SE features, plus:

Interior
12-volt rear powerpoint
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Ford SYNC® voice-activated, in-vehicle connectivity system with USB input
Leather-wrapped steering wheel
Premium Sound System with 6 speakers and 80 watts
Rear carpeted floor mats
SiriusXM Satellite Radio with 6-month trial subscription
Steering wheel-mounted audio controls

Exterior
16" premium painted aluminum wheels with P195/50R16 tires
LED parking lamps with chrome surrounds
Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators



SES Hatchback

Equipment Group 300A
Includes select SE features, plus:

Interior
12-volt rear powerpoint
Ambient lighting
Auto-dimming rearview mirror
Cruise control
Leather-wrapped steering wheel
Premium Sound System with 6 speakers and 80 watts
Rear carpeted floor mats
SiriusXM Satellite Radio with 6-month trial subscription
Steering wheel-mounted audio controls
SYNC voice-activated, in-vehicle connectivity system with USB input

Exterior
16" premium painted aluminum wheels with P195/50R16 tires
LED parking lamps with chrome surrounds
Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

Exterior Dimensions	Sedan/Hatchback	Interior Dimensions	Front/Rear	Capacities (cu. ft.)	
Wheelbase	98.0"	Head room	39.1"/37.1"	Passenger volume	85.1
Length	173.6"/160.1"	Shoulder room	52.7"/49.0"	Luggage capacity (sedan)	12.8
Height	58.0"	Hip room	50.6"/49.2"	Cargo volume behind front seats	26.0
Width – Excluding mirrors	67.8"	Leg room	42.2"/31.2"	Cargo volume behind rear seats	15.4
Width – Including mirrors	77.8"				

Dimensions may vary by trim level. Microsoft is a registered trademark of Microsoft Corporation. Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 3dCarbon is a trademark of Moran Motorsports, Inc. THULE is a registered trademark of Thule Sweden AB.





Charcoal Black cloth trim. Light Stone inserts. Available equipment. || 12.8 cu. ft. of luggage capacity. || Door map pocket with cupholder. || Power door locks switch.



Sedan

Available Packages

Cargo Management Package includes cargo net and foldable soft cargo organizer

Convenience Package includes Remote Keyless Entry System, AM/FM stereo/single-CD player with MP3 capability, and automatic locking doors (driveaway)

Illuminated Interior Accessory Package includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Metallic Interior Accessory Package includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

PowerShift 6-speed automatic transmission

Remote Start System

Exteriors	Interior
Oxford White	1
Ingot Silver Metallic	1
Violet Gray Metallic ¹	1
Black	1



15" Steel with Covers
Standard

Exterior Colors



Oxford White



Ingot Silver Metallic



Violet Gray Metallic



Black

Interior Color



Charcoal Black Cloth with
Light Stone Inserts
Standard



Oxford White.

¹Late availability.

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



Unique Light Stone cloth trim. Available equipment. | 5-speed manual transmission shift knob. | Easy Fuel® capless fuel filler. | Hatchback luggage capacity.



Sedan & Hatchback

Available Equipment Groups

Equipment Group 201A – **SYNC & Sound Package** includes Ford SYNC,® 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and Premium Sound System with 6 speakers and 80 watts

Equipment Group 202A – **Sport Appearance Package** includes 15" painted aluminum wheels, LED parking lamps with black surrounds, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback)

Equipment Group 203A includes content of 201A and 202A

Available Packages

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 (5-door hatchback only)

Illuminated Interior Accessory Package includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Metallic Interior Accessory Package includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

SiriusXM Satellite & Ambient Lighting Package includes SiriusXM Satellite Radio with 6-month trial subscription and ambient lighting (requires 201A or 203A)

Smoker's Package

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, cruise control, P195/60R15 T-rated tires, spare wheel with wheel cap, and rear spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A or 201A)

Winter Package includes heated front-seat cushions and sideview mirrors

Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission

Rear carpeted floor mats

Remote Start System

Exteriors	Interiors		
Oxford White	1	2	3
Ingot Silver Metallic	1	2	3
Race Red	1	2	
Red Candy Metallic Tinted Clearcoat ^{1,2}	1	2	
Lime Squeeze Metallic	1	2	3
Blue Candy Metallic Tinted Clearcoat	1	2	3
Violet Gray Metallic ²	1	2	3
Black	1	2	3



15" Steel with Covers
Standard



15" Painted Aluminum
Included with
Sport Appearance Package

Exterior Colors

Oxford White

Ingot Silver Metallic

Race Red

Red Candy Metallic Tinted Clearcoat

Lime Squeeze Metallic

Blue Candy Metallic Tinted Clearcoat

Violet Gray Metallic

Black

Interior Colors

1 Unique Light Stone Cloth with Light Stone Inserts Standard

2 Unique Charcoal Black Cloth with Charcoal Black Inserts Standard

3 Unique Charcoal Black Cloth with Blue Inserts Standard



Hatchback. Race Red. Sedan. Violet Gray Metallic.

¹Additional charge. ²Late availability.

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



SEL+SES



SEL. Charcoal Black leather trim. Cashmere-colored piping. Available equipment. ■ Red Interior Style Package.¹ ■ White Interior Style Package.¹ ■ Premium Sport Appearance Package spoiler.¹



¹Available feature.



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SEL+SES

SEL Sedan & SES Hatchback

Available Equipment Group

Equipment Group 301A – **Upgrade Package** includes Intelligent Access with push-button start, heated front-seat cushions, chrome beltline and decklid moldings, and anti-theft perimeter alarm

Available Packages

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 (5-door hatchback only)

Illuminated Interior Accessory Package includes illuminated front door-sill plates and gear shift knob with backlit shift pattern

Interior Protection Package includes black all-weather floor mats for front and rear, and cargo area protector

Metallic Interior Accessory Package includes stainless steel front door-sill plates and leather-wrapped gear shift knob in black

Oxford White Interior Style Package includes Charcoal Black leather-trimmed seats with Oxford White surfaces and perforated inserts, Oxford White door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats with white trim, coordinated white interior finish, and leather-wrapped shift knob

Premium Sport Appearance Package includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamps treatment; and black sideview mirrors, lower grille, beltline moldings and rear spoiler

Race Red Interior Style Package includes Charcoal Black leather-trimmed seats with Race Red surfaces and perforated inserts, Race Red door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats with red trim, coordinated red interior finish, and leather-wrapped shift knob

Smoker's Package

Available Options

"Fiesta Tattoo" bodyside graphics

Keyless entry keypad

Leather-trimmed seats with contrast piping and upgraded door-trim inserts (requires 301A)

Power moonroof

PowerShift 6-speed automatic transmission

Remote Start System

Exteriors

	1	2	3	4	5	6	7
Oxford White	1	2	3	4	5	6	7
Ingot Silver Metallic	1	2	3	4	5	6	7
Yellow Blaze Metallic Tri-coat ¹	1		3		5		7
Race Red	1		3		5	6	7
Red Candy Metallic Tinted Clearcoat ^{1,2}	1		3		5		7
Lime Squeeze Metallic	1		3		5		7
Blue Candy Metallic Tinted Clearcoat ¹	1	2	3		5		7
Violet Gray Metallic ²	1	2	3		5	6	7
Black	1	2	3	4	5	6	7

Interiors



16" Premium Painted Aluminum Standard



16" Polished Alloy Included with Premium Sport Appearance Package

Exterior Colors

	Oxford White
	Ingot Silver Metallic
	Yellow Blaze Metallic Tri-coat
	Race Red
	Red Candy Metallic Tinted Clearcoat
	Lime Squeeze Metallic
	Blue Candy Metallic Tinted Clearcoat
	Violet Gray Metallic
	Black

Interior Colors

	1	Unique Charcoal Black Cloth with Charcoal Black Inserts Standard
	2	Unique Charcoal Black Cloth with Blue Inserts Standard
	3	Charcoal Black Leather with Cashmere-Colored Piping Optional
	4	Plum Red Leather with Charcoal Black Piping Optional
	5	Cashmere-Colored Leather with Charcoal Black Piping Optional
	6	Charcoal Black Leather with Race Red Seating Surfaces Available with Red Interior Style Package
	7	Charcoal Black Leather with Oxford White Seating Surfaces Available with White Interior Style Package



SEL Sedan. Blue Candy Metallic Tinted Clearcoat.

SES Hatchback. Yellow Blaze Metallic Tri-coat. Premium Sport Appearance Package. Available equipment.

¹Additional charge. ²Late availability.

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



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QUALITY, GREEN, SAFE AND SMART.

ford.com

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/50,000-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 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 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. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), 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 fully 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.

