

STAY CONNECTED

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THE 2014 FORD FIESTA

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Presenting the 2014 Ford Fiesta, a car that truly represents your 24X7 lifestyle. Look beyond Ford Fiesta's advanced kinetic design and you'll find impressive technology at its heart. Connect to apps through the revolutionary SYNC with Ford APPLINK.™ Experience the ease that comes from its keyless entry, auto headlamps and rain sensing wipers. Or rest assured that it can dial Emergency Assist automatically. Watch technology come alive on every drive. So you can make the most of your day. Each day.



DESIGN

One look is all you need.
Bold, dynamic lines that create energy in motion, with quality and durability built in every step.



SYNC™ TECHNOLOGY

Hands-free and automatic technologies that keep your car and social life safely under control. From controlling your phone and music using your voice to a driving experience that's totally irresistible.



GREEN

Using advanced Ford engine technology, we're committed to creating vehicles with improved fuel economy and reduced CO₂ emissions, to lower the overall cost of ownership. As a result, the 2014 Ford Fiesta gives an amazing mileage of 25.01 kmpl*.

*As per ARAI.



SAFETY

Ford's safety technologies are constantly evolving and improving. We've included Standard Driver & Passenger* Airbags and ABS with EBD into the 2014 Ford Fiesta as the latest safety measures to help provide you protection and security.

*Available only in Trend & Titanium.



CHOOSE

Colours, accessories, wheels and specifications - we leave everything up to you.

COOL STYLE

How do you want to arrive?

The 2014 Ford Fiesta's latest design speaks for itself. Drive around in cool contemporary style and glide smoothly on the road with the Ford Fiesta's aerodynamic lines.

AUTOMATIC HEADLIGHTS

The 2014 Ford Fiesta comes with a wealth of thoughtful features including automatic headlights that sense when they need to turn on and take you to your destination safely.



DOOR MIRROR WITH INTEGRATED SIDE INDICATORS

Specially designed integrated side indicators provide a helpful signal to other road users and add sleekness to your car.



LED-LOOK REAR LIGHTS

Distinctive LED-look rear lights give the 2014 Ford Fiesta an added sense of style and safety. Made to respond quicker and brighter, while still being more efficient than conventional bulbs.



GET NOTICED

With its enhanced dynamic profile, luxurious interiors and the latest in technology, the 2014 Ford Fiesta will get you noticed.





YOU SPEAK SYNC™ LISTENS

Call phone contacts by simply saying their name. SYNC™ voice activation technology allows you to play music, plus make and receive calls, hands-free. It can even read your incoming messages out loud.*

ICE-BLUE ILLUMINATION

Stylish ice-blue lighting amps up the design of the instrument panel. It makes details quick and easy to read at night, while giving your car a cool look.



STEERING WITH STYLE

Gain ultimate control while keeping your hands on the wheel and eyes on the road. With control buttons on your steering wheel, your fingertips hold the power of the 2014 Ford Fiesta's smart features. Also add a touch of luxury to every trip through the leather-wrapped steering wheel.



ACCENTED WITH FABRIC

The Premium Fabric Seats in the 2014 Ford Fiesta truly puts you in the lap of luxury.



*Sync™ is voice activated technology to operate variety of vehicle functions such as AC temperature control, song track selection and audio volume control. This promotes safer driving by ensuring hands are on wheels and eyes on road. Ford does not recommend using mobile phone while driving.



MORE SAVINGS MORE FUN

The 2014 Ford Fiesta has been designed to reduce your cost of ownership through improved fuel economy and lower CO₂ emissions, without any compromise on style or driving quality. As a result, the 2014 Ford Fiesta gives an amazing mileage of 25.01 kmpl.*

*Approved by ARAI.

ELECTRIC POWER-ASSISTED STEERING (EPAS)

The 2014 Ford Fiesta's sophisticated Electric Power-Assisted Steering (EPAS) achieves a balance that's just not possible with conventional power steering systems. At parking speeds, full power is delivered for feather light maneuvering. Once you're on the move, it steadily adjusts for optimum feel and control.



Diesel
25.01*
Kmpl

POWER AND PERFORMANCE

The heart of the 2014 Ford Fiesta is its innovative and super-refined 1.5L TDCi engine. It produces 91 PS power with 204 Nm Torque that lets you take on any road with ultimate confidence. Even better, the fuel economy figures 25.01 kmpl*, which is both undeniably amazing and unmistakably an industry benchmark.



TAKES YOU FURTHER

Many things affect how far you can go on a tank of fuel, including the way you drive. Ford EcoMode gives you tips on how to change the way you drive, while you're driving, to maximize fuel efficiency so you can drive more and refuel less often.

CONNECT WITH YOUR WORLD



BIG, BOLD SOUND

The 2014 Ford Fiesta is mp3-compatible with six speakers, steering wheel audio controls, AUX and USB connections for external music devices and audio-streaming. Play your sounds hands-free from your Bluetooth® phone through Ford SYNC.™

ELECTRONIC AIR TEMPERATURE CONTROL

Technology and comfort combine to deliver a sublime driving experience. Set the interior temperature to suit your needs and travel in complete comfort.



KEYLESS ENTRY AND PUSH BUTTON START

As long as your key fob is in your pocket or bag, your 2014 Ford Fiesta automatically unlocks when you pull the door handle. With only your foot on the brake, press the Ford power start button to drive away.





PLUG IN AND PLAY

USB and iPod integration lets you connect to the Ford audio system with SYNC™ so you can take your playlist and contacts with you wherever you go.



EMERGENCY ASSIST

If you're in an accident where airbags deploy or the fuel-pump shuts off, Emergency Assistance uses your paired phone to call an emergency operator. Emergency Assistance is off by default, so you must change your settings to turn it on. Make sure your paired phone is connected.



RAIN SENSING WIPERS

Don't let the rain spoil your fun. The 2014 Ford Fiesta comes with Rain Sensing Wipers that turn on and adjust their speed automatically for light and heavy rain.



SAFE AND SOUND

The 2014 Ford Fiesta's robust impact-absorbing body shell encapsulates a range of intelligent safety features, designed with an emphasis on accident avoidance and driver-passenger protection.

The 2014 Ford Fiesta's Intelligent Protection System includes:

1. Driver's and front passenger's airbags.
2. Collapsible steering column for optimised protection.
3. Anti-lock Brakes with Electronic Brake-force Distribution and Emergency Brake Assist.
4. Robust computer-optimized body structure with ultra-rigid safety cell and crumple zones.
5. Pre-tensioners, load-limiting retractors and height-adjustable mounts on front seat belts.
6. Anti-submarining seat bases.



REAR PARKING SENSORS

Never look back while parking your 2014 Ford Fiesta.
Standard on Titanium for a smooth parking experience.



ULTRA-RIGID SAFETY CELL

The 2014 Ford Fiesta's ultra-strength steel cage delivers the ultimate inside protection, making it an exceptionally safe place to be in. What's more? The standard Anti-lock Braking System (ABS) gives you complete control, even upon sudden braking or unexpected swerving.



Leather Vinyl Seat Covers

ACCESSORIES



Leather Gear Knob



Illuminated Gear Knob



Sporty Pedals



Baby Seat



Illuminated Door Scuff Plate



Front Foglamp Kit



Premium Slimline Weather Shield



Alloy Wheels

TECHNICAL SPECIFICATIONS

| DIMENSIONS | | |
|---------------------|--------|----------------|
| LengthxWidthxHeight | (mm) | 4320x1764x1486 |
| Wheel Base | (mm) | 2489 |
| Front Track | (mm) | 1475 |
| Rear Track | (mm) | 1462 |
| Turning Radius | (Mtrs) | 5.2 |
| Boot Space | (Ltrs) | 430 |
| Fuel Tank Capacity | (Ltrs) | 40 |

| SUSPENSION | |
|------------|-----------------------------------------------------------------------------|
| Front | Independent McPherson strut with coil spring & anti-roll bar |
| Rear | Semi-independent twist beam with twin shock absorbers filled with gas & oil |

| ENGINE | | 1.5 TDCi |
|---------------------------------|--|-----------------------------|
| Type | | 4 Cylinder In-line 8V SOHC |
| Construction | | All-Aluminium Alloy |
| System | | TDCi |
| Displacement (CC) | | 1498 |
| Max. Power Output in Kw(ps)/rpm | | 67 (91) / 3750 |
| Max. Torque in Nm / rpm | | 204/2000-2750 |
| Transmission | | 5-Speed Manual Transmission |

| BRAKES | | 1.5 TDCi |
|--------|--|----------------------|
| Front | | Ventilated Discs |
| Rear | | Self Adjusting Drums |

| WHEELS & TYRES | | Ambiente | Trend | Titanium |
|----------------|------|-----------------------|-----------|-----------|
| Tyres | | 195/60 R15 (Tubeless) | | |
| Wheels | inch | 15" Steel | 15" Steel | 15" Alloy |

FEATURES

| EXTERIOR | Ambiente | Trend | Titanium |
|---------------------------------------------|-----------------------------------------|-------------|-------------|
| Foxy Eyes Headlamps | Twin Chamber Bright Reflector Headlamps | | |
| Front Bumpers | Body Colour | | |
| Radiator Grille and Surround | Chrome | Chrome | Chrome |
| Rear Applique | Body Colour | Body Colour | Body Colour |
| Body Colour Door Handles & Side View Mirror | Black | ✓ | ✓ |
| B-Pillar Applique | ✓ | ✓ | ✓ |
| Full Wheel Covers | ✓ | ✓ | – |
| Rear Chrome Strip | – | – | – |
| Chrome Waistline Moulding | – | – | ✓ |
| Fog Lamps | – | ✓ | ✓ |
| Auto Headlamps | – | – | ✓ |
| Puddle Lamps | – | – | ✓ |

| INTERIOR | Ambiente | Trend | Titanium |
|--------------------------------|----------------------------------------------|--------------------------------|------------------------------|
| Park Brake Release Knob | Chrome | | |
| Environment Colour | Two Tone Charcoal Black and Light Earth Grey | | |
| Inside Door Pull Handles | Metallic Painted Pegasus | Metallic Painted Castro Silver | Metallic Painted Royal Black |
| Centre Console Finish | Metallic Painted Pegasus | Metallic Painted Castro Silver | Metallic Painted Royal Black |
| Leather Wrapped Steering Wheel | – | ✓ | ✓ |

| STORAGE | Ambiente | Trend | Titanium |
|----------------------------------------------------|----------|-------|----------|
| Centre Console Coin Holders | ✓ | ✓ | ✓ |
| Floor Console Cup Holders | ✓ | ✓ | ✓ |
| Front & Rear Door Trims with Cup & Magazine Holder | ✓ | ✓ | ✓ |
| Rear Centre Arm Rest | ✓ | ✓ | ✓ |

| COMFORT & CONVENIENCE | Ambiente | Trend | Titanium |
|------------------------------------------------------|----------------------------------------------|----------|----------|
| Steering | EPAS with Pull Drift Compensation Technology | | |
| HVAC | Manual | Auto A/C | Auto A/C |
| Tilt Adjust Steering | ✓ | ✓ | ✓ |
| Front & Rear Power Windows with One Touch Driverside | ✓ | ✓ | ✓ |
| Intelligent Rear Defogger / Demister | ✓ | ✓ | ✓ |
| Guide Me Home Headlamps | ✓ | ✓ | ✓ |
| Adjustable Rear Head Rests | ✓ | ✓ | ✓ |
| 100% Foldable Rear Seats | ✓ | ✓ | ✓ |
| Height Adjustable Seat Belts | ✓ | ✓ | ✓ |
| Height Adjust Drivers Seat | ✓ | ✓ | ✓ |
| Electric Boot Release | ✓ | ✓ | ✓ |
| Electrically Adjustable Outside Rear View Mirror | ✓ | ✓ | ✓ |
| Cruise Control | – | ✓ | ✓ |
| Footwell Lamps | – | ✓ | ✓ |
| Electrically Foldable Outside Rear View Mirrors | – | – | ✓ |
| Digital Clock | – | – | ✓ |
| Distance to Empty | – | – | ✓ |
| Fuel Computer | – | – | ✓ |
| Reverse Parking Sensors | – | – | ✓ |
| Push Button Start with Keyless Vehicle System | – | – | ✓ |
| Rain Sensing Wipers | – | – | ✓ |
| Ambient Lighting | – | – | ✓ |

| INSTRUMENTATION | Ambiente | Trend | Titanium |
|--------------------------|----------|-------|----------|
| Digital Tripmeter | ✓ | ✓ | ✓ |
| Tachometer | ✓ | ✓ | ✓ |
| Low Fuel Warning | ✓ | ✓ | ✓ |
| Driver Seat Belt Warning | ✓ | ✓ | ✓ |
| Headlamp On Warning | ✓ | ✓ | ✓ |

| IN CAR ENTERTAINMENT | Ambiente | Trend | Titanium |
|--------------------------------------|----------|-------|----------|
| AUX-In & USB | – | ✓ | ✓ |
| Audio Controls on Steering Wheel | – | ✓ | ✓ |
| Audio (CD/MP3/AM/FM) with 6 Speakers | – | ✓ | ✓ |
| SYNC™ (with Voice Control) | – | – | ✓ |

| SAFETY AND SECURITY | Ambiente | Trend | Titanium |
|---------------------------------------------------|------------------|-------|----------|
| Driver & Passenger Airbags | Driver Side Only | ✓ | ✓ |
| ABS with EBD | ✓ | ✓ | ✓ |
| Central Locking | ✓ | ✓ | ✓ |
| Energy Absorbing Bumpers & Crumple Zones | ✓ | ✓ | ✓ |
| Door Reinforcements | ✓ | ✓ | ✓ |
| Remote Programmable Key Entry with Greeting Lamps | ✓ | ✓ | ✓ |
| Child Lock | ✓ | ✓ | ✓ |
| Engine Immobilizer | ✓ | ✓ | ✓ |

Specification and features are subject to change without notice.

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COLOURS



GOLDEN BRONZE



DIAMOND WHITE



PANTHER BLACK



MOONDUST SILVER



SMOKE GREY



PAPRIKA RED