

FIESTA



www.ford.co.za



Go Further



Go further.

| With its enhanced dynamic profile, more luxurious interior and the latest in new technology, |
the **FIESTA** will get you noticed. |





Puddle Lights.

Illuminate the ground when you open your car door to highlight any puddles that you may inadvertently step into. (Standard on Titanium)



Live vivid.

Live life to the fullest with the **FIESTA**. Loaded with stylish detailing and an impressive chrome grille, **FIESTA** practically begs you to live life to the fullest, whilst being the most eye-catching car on the block.



Door mirrors with integrated side indicators.

Thoughtfully designed integrated side indicators look great and provide a helpful signal to other road users.



Sony digital radio/CD with 4.2" colour multi-functional display.

MP3-compatible with six speakers (four front and two rear coaxial), steering wheel audio controls, AUX and USB connection for external music devices and audio-streaming, hands-free, with your Bluetooth® phone through SYNC®. (Available as part of Titanium Option Pack)

Connect with your world.

With a choice of superb audio, and entertainment systems, and built-in connectivity for your devices, you can fill your **FIESTA** with your favourite music and connect to the outside world.



Control your phone and music, hands-free, with SYNC®.

SYNC® voice activation technology allows you to play music, make and receive hands-free calls and call phone contacts by simply saying their name. It will even read out your incoming text messages*.

*This feature is phone dependent.



Keyless entry and push button start.

As long as your key fob is in your pocket or bag, your **FIESTA** automatically unlocks when you pull the door handle. Then simply put your foot on the brake, press the start button and drive away. (Standard on Titanium)



USB port.

Built-in connectivity lets you listen to, and operate, your digital music player via the **FIESTA's** audio system.



INTERNATIONAL
engine
of the year
awards 2014

Presented by engine technology international magazine

International Engine of the Year
Ford 1.0 litre EcoBoost



Ford FIESTA 1.0L EcoBoost Engine.

Winner of the Economy Category in the Women's World Car of the Year Awards.

Auto-Stop/Start.

Even if you could improve your fuel economy by 4% to 10%, could you really be bothered turning your engine off every time you come to a standstill at lights or in traffic? Of course not. The **FIESTA** does it for you – automatically. (Only available on EcoBoost manual model)



Ford EcoMode driver information system.

Different aspects affect how far you can go on a tank of fuel, including the way you drive. EcoMode gives you tips on how to change the way you drive, while you're driving. So you can drive more and refuel less often.

(Standard on Trend and Titanium)

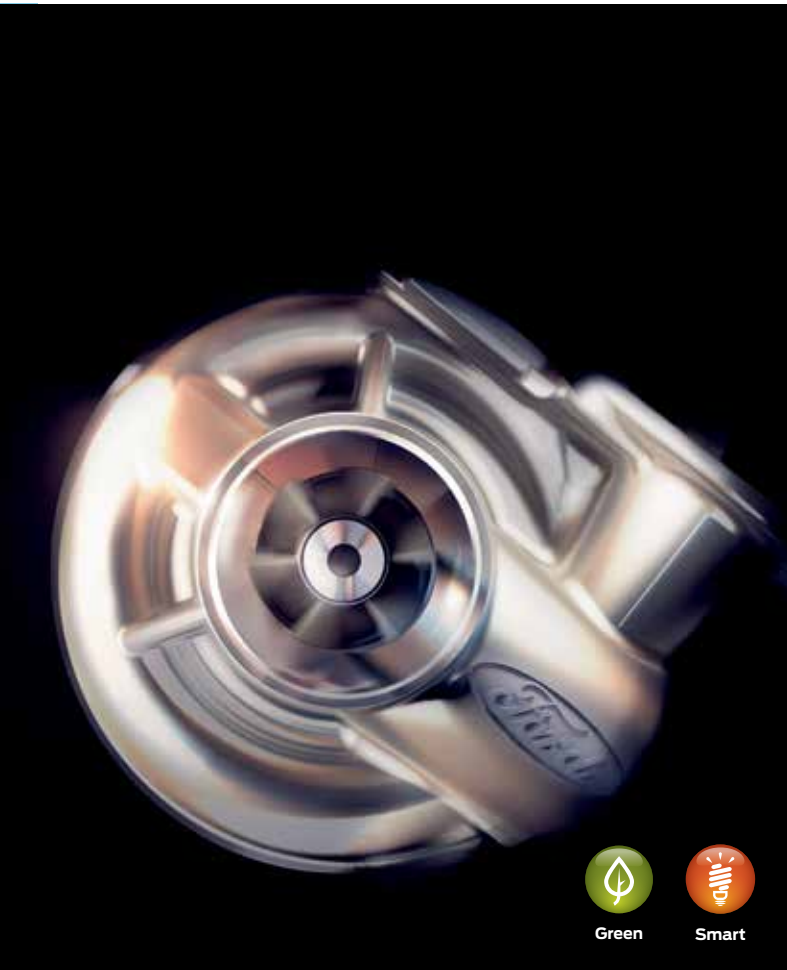


Feel the power, not the shift.

Ford PowerShift delivers the perfect combination between automatic convenience and manual efficiency. This 6-speed PowerShift automatic transmission selects the next appropriate gear at precisely the right moment for lightning-fast gear changes, with no disruption to the flow of power. The manual mode lets you switch gears at the push of a button – no clutch required.

More money for Saturday night.

The **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.



Power and performance with Ford EcoBoost.

The award-winning 1.0-litre EcoBoost delivers impressive fuel economy. But that's what you'd expect from an engine this small, right? What you don't expect is its power. In fact, this turbocharged 1.0-litre petrol engine can match a standard 1.6-litre petrol engine for power, any day.



Electric Power-Assisted Steering (EPAS).

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 tightens up to just the right extent for optimum feel and control.

Ford Performance Technology.

- Ford Auto-Start/Stop.
- Ford Duratorq TDCi advanced diesel engines – provide exceptional fuel economy and low CO₂ emissions.
- Ford PowerShift transmission.
- Ford Electric Power-Assisted Steering – a more efficient system that uses less engine power.
- Ford EcoMode.

- Shift Indicator.
- Ford 1.0 EcoBoost fuel-efficient petrol engines – International Engine of the Year 2012, 2013 and 2014.

The first engine to win the International Engine of the Year award for three consecutive years.





The Ford FIESTA Intelligent Protection System (IPS) includes:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> 1. Driver and front passenger airbags* 2. Driver and front passenger side impact airbags 3. Side curtain airbags for front and rear seats | <ul style="list-style-type: none"> 4. Collapsible steering column and pedals for optimised protection of driver's legs and feet 5. Electronic Stability Program with anti-lock brakes, Electronic Brakeforce Distribution and Emergency Brake Assist | <ul style="list-style-type: none"> 6. Robust computer-optimised body structure with ultra-rigid safety cell and crumple zones 7. Pre-tensioners, load-limiting retractors and height-adjustable mounts on front seat belts 8. Anti-submarining seat bases |
|---|--|--|

*Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger airbag. The safest place for children is properly restrained on the rear seat.

Think of me as your bodyguard.

The **FIESTA's** robust impact-absorbing bodyshell encapsulates a range of intelligent safety features designed with an emphasis on accident avoidance and occupant protection.



Safe



Hill Launch Assist.

Designed to prevent you from rolling on a hill when you move your foot from the brake pedal to the accelerator pedal. It works in forward and reverse gears. (Standard on Titanium. Part of ESP option pack on Trend)



Smart Convenience.

The **FIESTA** comes with a wealth of thoughtful features including automatic headlights that sense when they need to turn on and rain-sensing wipers that turn on and adjust their speed automatically for light or heavy rain. (Features standard on Titanium)



FIESTA ST

Standard features include:

- Unique 17" ST alloy wheels
- Unique ST design full bodystyling kit
- Unique ST rear spoiler
- Recaro® sports front seats with fabric trim
- Leather-trimmed ST steering wheel and gearshift knob with red lettering
- ST suspension with 15 mm lowered ride height
- Front and rear disc brakes
- MyKey® technology
- SYNC® with Bluetooth® and voice control



FIESTA ST.

Try a hot 134kW 1.6-litre EcoBoost turbocharged engine in a stunning 3-door body. Just for kicks, throw in sports suspension, larger brakes, six-speed transmission, enhanced Torque Vectoring Control for outstanding handling – the works. Ford has started something alright. The sensational **FIESTA ST**.



FIESTA ST colours



Molten Orange (Metallic*)



Race Red (Solid)



Spirit Blue (Metallic*)



Frozen White (Solid)



Panther Black (Metallic*)

*Metallic body colours are options at extra costs.



Black rear bumper diffuser.

Stand out from the crowd with this stylish and unique rear bumper diffuser in black.

Make it yours.

Choosing the colour for your **FIESTA** is an opportunity to personalise your selection. Add another creative touch to your **FIESTA** from a wide choice of dazzling wheels.

FIESTA colours



Mustard Olive
(Metallic*)



Race Red
(Solid)



Blazer Blue
(Solid)



Moondust Silver
(Metallic*)



Frozen White
(Solid)



Copper Pulse
(Metallic*)



Panther Black
(Metallic*)



Deep Impact Blue
(Metallic*)



Red Candy^o
(Metallic*)



Silk^o
(Metallic*)



Blue Candy^o
(Metallic*)



Magnetic
(Metallic*)

^o Blue Candy, Red Candy and Silk available on Trend and Titanium models only.
* Metallic body colours are options at extra costs.

Note: The images used are to illustrate body colours only and may not reflect the vehicle described. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of the printing processes used.

FIESTA Wheels



15" Steel wheel with styled cover
Standard on Ambiente



15" Alloy wheel
Standard on Trend



16" Alloy wheel
Standard on Titanium

FIESTA ST Wheel



17" Alloy wheel
205/40/R17

	5-Door							
	1.4 Ambiente	1.6 TDCI Ambiente	1.0 EcoBoost Ambiente PowerShift Auto	1.0 EcoBoost Trend	1.0 EcoBoost Trend PowerShift Auto	1.6 TDCI Trend	1.0 EcoBoost Titanium PowerShift Auto	1.0 EcoBoost Titanium
Engine								
Engine	1.4 Duratec	1.6 Duratorq TDCI	1.0 GTDI EcoBoost	1.0 GTDI EcoBoost	1.0 GTDI EcoBoost	1.6 Duratorq TDCI	1.0 GTDI EcoBoost	1.0 GTDI EcoBoost
Engine capacity (cm ³)	1387	1560	999	999	999	1560	999	999
Bore and stroke (mm)	76.0 x 76.4	75.0 x 88.3	71.9 x 82	71.9 x 82	71.9 x 82	75.0 x 88.3	71.9 x 82	71.9 x 82
Compression ratio	11.0:1	16.0:1	10.0:1	10.0:1	10.0:1	16.0:1	10.0:1	10.0:1
Cylinders	4-inline	4-inline	3-inline	3-inline	3-inline	4-inline	3-inline	3-inline
Power (kW @ rpm)	71 @ 5750	70 @ 3800	74 @ 6000	92 @ 6000	74 @ 6000	70 @ 3800	74 @ 6000	92 @ 6000
Torque (Nm @ rpm)	128 @ 4200	200 @ 1750	170 @ 1400 - 4500	170 @ 1400 - 4500	170 @ 1400 - 4500	200 @ 1750	170 @ 1400 - 4500	170 @ 1400 - 4500
Fuel requirement	Petrol	Diesel	Petrol	Petrol	Petrol	Diesel	Petrol	Petrol
Auto-start-stop	-	-	-	Std	-	-	Std	Std
Smart Regenerative Charging	-	-	Std	Std	Std	-	Std	Std
Transmission								
Drive wheels	Front	Front	Front	Front	Front	Front	Front	Front
Type	5-speed manual	5-speed manual	6-speed PowerShift Auto with SelectShift	5-speed manual	6-speed PowerShift Auto with SelectShift	5-speed manual	6-speed PowerShift Auto with SelectShift	5-speed manual
Wheels								
Wheel	15" Steel	15" Steel	15" Steel	15" Alloy	15" Alloy	15" Alloy	16" Alloy	16" Alloy
Tyres	195/50/R15	195/50/R15	195/50/R15	195/50/R15	195/50/R15	195/50/R15	195/50/R16	195/50/R16
Spare wheel (175/65 R14" Steel)	Std	Std	Std	Std	Std	Std	Std	Std
Steering								
Electric Power Assist Steering (EPAS)	Std	Std	Std	Std	Std	Std	Std	Std
Rake & reach adjustable steering column	Std	Std	Std	Std	Std	Std	Std	Std
Performance and Economy								
Acceleration 0-100 km/h (secs)	12.2	11.7	10.8	9.4	10.8	11.7	10.8	9.4
Top speed (km/h)	175	181	180	196	180	181	180	196
Combined cycle (l/100km)	5.7	3.6	4.9	4.5	4.9	3.6	4.9	4.3
CO ₂ emissions (g/km)	130	95	114	105	114	95	114	99
EcoMode	-	-	-	Std	Std	Std	Std	Std
Dimensions & Capacities								
Boot capacity (litres)	276	276	276	276	276	276	276	276
Fuel tank (litres)	42	40.5	42	42	42	40.5	42	42
GVM (kg)	1530	1575	1555	1555	1555	1575	1555	1555
Safety & Security								
ABS with EBA	Std	Std	Std	Std	Std	Std	Std	Std
ESP with Traction Control, HLA and EBD	-	-	-	Std	Std	Opt1	Std	Std
Brakes: front discs/rear drums	Std	Std	Std	Std	Std	Std	Std	Std
Hazards activated on emergency braking	Std	Std	Std	Std	Std	Std	Std	Std
Centre high mounted stop light	Std	Std	Std	Std	Std	Std	Std	Std
Airbags – Driver and passenger	Std	Std	Std	Std	Std	Std	Std	Std
Side, curtain and knee (driver) airbags	-	-	-	Opt2	Opt2	Opt2	Std	Std
Passenger airbag deactivation indicator	Std	Std	Std	Std	Std	Std	Std	Std
Seatbelt Pre-tensioner/load limiter	Std	Std	Std	Std	Std	Std	Std	Std
ISOFIX child seat anchors	Std	Std	Std	Std	Std	Std	Std	Std
"Follow me home" headlamp feature	Std	Std	Std	Std	Std	Std	Std	Std
Ford MyKey®	-	-	-	Std	Std	Std	Std	Std
Keyless entry	-	-	-	-	-	-	Std	Std
Ford Power Start button	-	-	-	-	-	-	Std	Std
Remote central locking	Std	Std	Std	Std	Std	Std	Std	Std
Alarm	-	-	-	Std	Std	Std	Std	Std
Immobiliser	Std	Std	Std	Std	Std	Std	Std	Std



	5-Door							
	1.4 Ambiente	1.6 TDCI Ambiente	1.0 EcoBoost Ambiente PowerShift Auto	1.0 EcoBoost Trend	1.0 EcoBoost Trend PowerShift Auto	1.6 TDCI Trend	1.0 EcoBoost Titanium PowerShift Auto	1.0 EcoBoost Titanium
Comfort & Convenience								
Sport Leather seats - Heated	-	-	-	-	-	-	Opt3	Opt3
Leather Steering Wheel and Gearknob	-	-	-	-	-	-	Std	Std
Centre console cupholders	Std	Std	Std	Std	Std	Std	Std	Std
Interior Features								
Auto dimming rearview mirror	-	-	-	-	-	-	Std	Std
Cruise control	-	-	-	-	-	-	Std	Std
Powerpoint - 12V	Std	Std	Std	Std	Std	Std	Std	Std
Trip Computer displaying distance to empty, average fuel economy, average speed, outside temperature and instantaneous fuel consumption.	-	-	-	Std	Std	Std	Std	Std
Steering Mounted Audio controls	Std	Std	Std	Std	Std	Std	Std	Std
Climate Control								
Manual air conditioner	Std	Std	Std	Std	Std	Std	-	-
EATC - Electronic Air Temperature Control	-	-	-	-	-	-	Std	Std
ICE: In Car Entertainment								
Radio/CD/MP3 with 6 speakers	Std	Std	Std	Std	Std	Std	Std	Std
Radio/CD/MP3 with SONY audio, 4.2" TFT screen with 6 speakers, Aux connector and USB port	-	-	-	-	-	-	Opt4	Opt4
Ford SYNC [®] with Bluetooth [®] and Voice control	Std	Std	Std	Std	Std	Std	Std	Std
Exterior Features								
Styling kit: Sporty spoiler, front bumper skirts, sporty bumper, rocker panel moulding	-	-	-	-	-	-	Opt4	Opt4
Rear Parking Sensors	-	-	-	-	-	-	Opt4	Opt4
Auto headlamps with daytime running lights	-	-	-	-	-	-	Std	Std
Front fog lamps	-	-	-	Std	Std	Std	Std	Std
Rear fog lamps	Std	Std	Std	Std	Std	Std	Std	Std
Rain sensing wipers	-	-	-	-	-	-	Std	Std
Power mirrors, heated	Std	Std	Std	Std	Std	Std	Std	Std
Power mirrors, heated, auto fold with puddle lamps	-	-	-	-	-	-	Std	Std
Power windows	Front	Front	Front	All	All	All	All	All
Capless refuelling system	Std	Std	Std	Std	Std	Std	Std	Std
Ford Protect								
Service intervals	20 000 km	15 000 km	20 000 km	20 000 km	20 000 km	15 000 km	20 000 km	20 000 km
Comprehensive warranty: 4 years / 120 000 km	Std	Std	Std	Std	Std	Std	Std	Std
Service plan: 4 years / 60 000 km	Std	Std	Std	Std	Std	Std	Std	Std
Roadside assistance: 3 years / unlimited km	Std	Std	Std	Std	Std	Std	Std	Std
Corrosion warranty: 5 years / unlimited km	Std	Std	Std	Std	Std	Std	Std	Std

Option 1: Forms part of Trend ESP Option Pack. Features cannot be purchased separately
 Option 2: Forms part of Trend Airbag Option Pack. Features cannot be purchased separately
 Option 3: Forms part of Titanium Leather Option Pack. Features cannot be purchased separately
 Option 4: Forms part of Titanium Option Pack. Features cannot be purchased separately

The declared fuel consumption and CO₂ emissions figures were achieved during technical laboratory testing in accordance with the legislated technical specifications (SANS 20101: 2006 / ECE R101: 2005). Fuel consumption and CO₂ emissions figures are used to compare different vehicle types under uniform conditions and are not necessarily indicative of real-life driving conditions. Note that the actual fuel consumption and emissions levels will depend on many factors including your individual driving habits, prevailing conditions and your vehicles equipment, condition and use.

Ford Protect
 Service Plan – **FIESTA** comes standard with a 4 yr/60 000 km Service Plan, which covers all scheduled servicing except friction materials, i.e. brake pads and wiper blades.

Ford may, subject to all applicable laws, discontinue or change features and other specifications either temporarily or permanently, which changes will be communicated to the Ford Dealer Network.

Options mentioned in specification sheet form part of option packs and cannot be purchased separately.

Consult the vehicle handbook, www.ford.co.za or your nearest Ford Dealer for more information regarding Ford **Protect** plans and products. Printed April 2015.



Go Further

3-Door

1.6 EcoBoost ST

ENGINE

Engine Type	Inline four cylinder turbo petrol, transverse
Engine Capacity (cc)	1596
Power (kW @ rpm)	134 @ 5700
Torque (Nm @ rpm)	240 @ 1600 - 5000 with 290Nm Time Limited Overboost
Bore & Stroke (mm)	79 x 81.4
Compression Ratio	10.1:1
Cylinder head and block	Cast aluminium
Camshaft drive	Timing belt
Crankshaft	Cast iron
Engine management	Bosch
Emission level	Euro Stage 5
Fuel requirement	Unleaded
Capless fuel filler neck with petrol mis-fueling inhibitor	Std
Smart Regenerative Charging	Std

TRANSMISSION

Type	Durashift 6-speed manual
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WHEELS

Wheels and Tyres	17" alloy (205/40 R17)
Spare wheel	Steel (125/80/R15)
DDS - Deflation Detection System	Std

STEERING

Electric Power Assisted Steering (EPAS), rack-and-pinion	Std
Turning circle (m)	11,2
Adjustable steering column - Reach & rake	Std

PERFORMANCE AND ECONOMY

0 - 100 km/h (sec)	6.9
50 - 100 km/h (sec)	6.4
Top speed (km/h)	220
Fuel Economy - NEDC l/100km (combined cycle)	5.9
CO ₂ Emissions (g/km)	138

DIMENSIONS AND CAPACITIES

Length (mm)	3975
Width with/without mirrors (mm)	1978/1709
Height (mm)	1456
Wheelbase (mm)	2489
Gross Vehicle Mass (GVM. Kg)	1575
Ground clearance (mm)	237
Fuel Tank (litres)	42
Luggage Volume - with rear seat up and up to parcel shelf (litres)	276
Towing Mass	N/A

SAFETY & SECURITY

Dual front, side and curtain airbags, and driver knee airbag	Std
Passenger airbag deactivation	Std
Anti-lock Brake System (ABS)	Std
Electronic Brakeforce Distribution (EBD)	Std
Electronic Stability Programme (ESP); Hill Launch Assist (HLA) & Emergency Brake Assist (EBA)	Std
Centre high-mounted rear brake light	Std
Hazards activated on emergency braking	Std
Drive away locking	Std
Remote central locking	Std
Smart keyless entry	Std
Ford Power Start button	Std
Ford MyKey®	Std
Thatcham Alarm with volume sensing and perimeter alarm including inclination sensor	Opt
Engine immobiliser	Std
Seatbelts with pretensioners / load limiters	Std
Belt minder - Driver & Passenger	Std
ISOFIX child seat fixings for rear outboard seats	Std



3-Door

1.6 EcoBoost ST

INTERIOR FEATURES

Recaro® cloth seats	Std
Driver & Passenger seat manual 6 way adjust (fore/aft, up/down, front/back)	Std
Driver & Passenger tipping seat	Std
Driver & Passenger seat map pocket	Std
Rear seat fold, 60/40 split seat back	Std
Driver & Passenger sun visor with small covered vanity mirror and ticket strap	Std
3-Spoke leather ST-branded steering wheel with steering wheel controls (audio & cruise control)	Std
Cruise control	Std
Dark Headliner trim	Std
Front door sill scuff plates with ST logo	Std
ST Alloy pedal cappings	Std
Floor mats - front and rear	Std
Removable rear package tray	Std
Moulded carpet with drivers-side heel protection	Std
Leather gear knob with red lettering	Std
Leather gear shift gaiter	Std
EATC (Electronic Air Temperature Control)	Std
Trip computer: distance to empty, average fuel economy, average speed, outside temperature and instantaneous fuel consumption.	Std

ICE: IN CAR ENTERTAINMENT

SONY audio system; Ford SYNC®; 4.2" TFT screen with 6 speakers; Bluetooth® hands-free phone with voice control; steering mounted audio controls; Aux input jack; USB connector unit with iPod functionality and voice control	Std
Powerpoint (12V) - front and rear	Std
Theatre dimming (Courtesy light delay)	Std
Front & rear courtesy lights with front map reading lights	Std
Load compartment light	Std
Driver and passenger footwell lamps	Std
LED Ambiente lighting package	Std
Glove box illumination	Std
Auto dimming rear-view mirror	Std

EXTERIOR FEATURES

Body colour front bumper with: ST front bumper, ST upper grill painted high gloss, ST fog lamp bezel	Std
Body colour rear bumper with: ST bumper, ST diffuser	Std
Styling kit: Sporty ST spoiler, front bumper skirts, sporty bumper, rocker panel moulding	Std
Dual chrome exhaust pipe extension	Std
Rear parking sensors	Opt
Heated, dual power fold mirrors with puddle lamps	Std
Twin chamber, bright reflector headlamps with a chrome bezel	Std
Halogen projector headlamps	Std
LED Daytime Running Lights	Std
Auto headlamps	Std
Follow me home headlamp feature	Std
Front fog lamps	Std
Rear fog lamp	Std
Headlamp levelling - manual	Std
Headlamp on warning buzzer	Std
Front power windows with driver & passenger one-touch up/down	Std
Fixed side glass	Std
Rain sensitive wipers (front)	Std
Rear wash/wipe incl reverse gear wipe	Std
Tinted glass	Std
Heated rear screen	Std

FORD PROTECT

Service intervals	20 000 km
Comprehensive warranty	4 years / 120 000 km
Service plan	4 years / 60 000 km
Roadside assistance	3 years / unlimited km
Corrosion warranty	5 years / unlimited km

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Ford Protect

Service Plan – **FIESTA** comes standard with a 4 yr/60 000 km Service Plan, which covers all scheduled servicing except friction materials, i.e. brake pads and wiper blades.

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Go Further



FORD CREDIT

As part of the Ford family, FORD **CREDIT** can offer a number of unique finance options to make owning a new or used vehicle affordable and simple. For more information regarding FORD **CREDIT**, speak to your Ford Dealer or go to www.ford.co.za/buying/ford-credit/home.



| FORD CREDIT

FORD PROTECT

Genuine parts. Genuine service.

Enjoy years of trouble-free motoring and preserve the value of your new Ford by fitting only genuine Ford parts and accessories. Servicing your new Ford at a Ford Dealer will also protect you and your vehicle warranty.



| FORD PROTECT

Business and Commercial Fleet Customers.

The Ford portfolio of products is growing rapidly to meet your business needs.

Please contact your local Ford Dealer for more information
or visit our website www.ford.co.za/fleet
or alternatively email us at fleetsa@ford.com

Ford **Protect**

Ford **Protect** offers a holistic suite of service, maintenance, warranty and roadside-assistance products aimed at keeping your new **FIESTA** in perfect working condition.

New Vehicle Warranty – Every new **FIESTA** comes with a 4 yr/120 000 km Comprehensive Warranty.

Service Plan – Every new **FIESTA** comes standard with a 4 yr/60 000 km Service Plan, which covers all scheduled servicing except friction materials, i.e. brake pads and wiper blades.

Corrosion Warranty – Cover lasts for 5 yr/unlimited km.

Roadside Assistance – Cover lasts for 3 yr/unlimited km for mechanical, electrical, flat tyres, batteries, medical emergencies and towing, if needed, to the nearest Ford dealership.

New Vehicle Extended Warranty – An Extended Warranty may be purchased prior to the expiry of the 4 yr/120 000 km New Vehicle Warranty, giving owners an extra 2 yr/80 000 km of worry-free driving.

Consult the vehicle handbook, Ford Dealer or www.ford.co.za for more info regarding Ford **Protect** plans.

CO₂ & Fuel Economy Note: The declared fuel consumption and CO₂ emissions figures were achieved during technical laboratory testing in accordance with the legislated technical specifications (SANS 20101: 2006 / ECE R101: 2005). Fuel consumption and CO₂ emissions figures are used to compare different vehicle types under uniform conditions and are not necessarily indicative of real-life driving conditions. Note that the actual fuel consumption and emissions levels will depend on many factors including individual driving habits, prevailing conditions and vehicle equipment, condition and use.



Quality

We design and build your Ford to feel as good after many years of service as it did the day you picked it up. And to drive just as beautifully too.



Green

Using advanced Ford technology, we're committed to creating vehicles with improved fuel economy, reduced CO₂ emissions and a lower overall cost of ownership.



Safe

Ford's Intelligent Protection System uses sophisticated technology designed to help prevent an accident and, if one should happen, to protect you.



Smart

Vehicles with smart intuitive technologies designed to connect your world and many clever solutions from Ford that make life a little easier.

