

MAJOR PRODUCT CHANGES

MODEL/SERIES/AVAILABILITY

- 4-Door Sedan S, SE, Titanium
- 5-Door Hatchback S, SE, Titanium

MECHANICAL HIGHLIGHTS

- ★ **New**
 - None
- **Deleted**
 - 1.0L EcoBoost® Engine

SAFETY/SECURITY HIGHLIGHTS

- **Changed**
 - Rear View Camera is now Standard on all series
 - Headlamps – Twin Chamber Quad-Beam Halogen, Bright Reflector with Black Bezel and Chrome Highlights is now Standard on all series
- **Deleted**
 - Headlamps – Twin Chamber Halogen Reflector Headlamps w/Chrome Bezel from Titanium

EXTERIOR HIGHLIGHTS

- ★ **New**
 - None
- ★ **New Colors**
 - Lightning Blue (N6)
 - Hot Pepper Red Metallic Tinted Clearcoat (EA)
 - Outrageous Green Metallic Tinted Clearcoat (B8)
- **Deleted Colors**
 - Blue Candy Metallic Tinted Clearcoat
 - Chrome Copper
 - Ruby Red Metallic Tinted Clearcoat
- ★ **New Wheel Line Up**
 - None

PACKAGES

- ★ **New**
 - None
- **Changed**
 - None
- **Deleted**
 - SE EcoBoost® Fuel Economy Package

INTERIOR HIGHLIGHTS

- ★ **New**
 - None

FUNCTIONAL HIGHLIGHTS

- ★ **New**
 - None

DRIVER ASSIST TECHNOLOGY

- **Changed**
 - Screen in Center Stack went from 3.5" to 4.2" on S-Series

2018 FIESTA ORDER COMBINATIONS

- **Fiesta S**
 - Body Code : P4A (4-Door Sedan)/P4T (5-Door Hatch)
 - Order Code : 100A
- **Fiesta SE**
 - Body Code : P4B (4-Door Sedan)/P4E (5-Door Hatch)
 - Order Code : 200A, 201A
- **Fiesta Titanium**
 - Body Code : P4C (4-Door Sedan)/P4F (5-Door Hatch)
 - Order Code : 300A

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

STANDARD EQUIPMENT

MECHANICAL

- 1.6L Ti-VCTI-4 Engine
- 5-Speed Manual Transmission
- Front Disc/Rear Drum Brakes (ABS) with Electronic Stability Control (ESC) and Electronic Brake Assist

EXTERIOR

- 15" Steel Wheel Covers
- P185/60R15 BSW Tires
- Bumper Front and Rear – Body-Color
- Door/Decklid Handles – Body-Color
- Easy Fuel® – Capless Fuel-Filler
- Glass
 - Solar-Tinted
 - Acoustic
- Grille Body Carbon Black Lower Grille. Chrome Upper Grille and Surround with Chrome Grille Bars
- Mini Spare Steel Wheel
- Rear Spoiler
 - Note:** Standard on 5-Door only
- Windshield Wipers
 - Front – Variable-Intermittent
 - Rear – Reverse Gear Wipe
 - Note:** Rear Standard on 5-Door only

INTERIOR/COMFORT

- 12V Powerpoint – Front
- Auxiliary Audio Input Jack
- Center Finish Panel Painted Black
- Center-Stack Painted Black
- Climate Control
 - Air Conditioning – Manual
 - A/C Register Bezels – Painted Black
 - Cabin Particulate Air Filter
 - Rear-Seat Heat Ducts
- Cup Holders (5) 1st Row and (1) 2nd Row
- Door Inserts Cloth
- Door Release – Black
- Driver Left Footrest
- Dual Visor Vanity Mirrors
- Floor Console – Black
- Floor Mats 1st Row Carpet Mats
- Instrument Panel – Tachometer
- Lighting
 - Center Dome/Map Lights
 - Ice Blue® Cluster Lighting
 - Illuminated Glove box
 - Load Compartment Lighting
- Seats
 - 1st Row – Driver 6-way Manual (fore/aft, up/down, recline)
 - 1st Row – Passenger 4-way Manual (fore/aft, recline)
 - 1st Row – Cloth Bucket Seats with 2-Way Adj. Head Restraints
 - 2nd Row – Cloth 60/40 Split Rear-Seat with Adj. Head Restraints
- Shifter Bezel (Molded-in-Color Black – Automatic Only)
- Shift Knob – Manual Black Soft Feel Touch
- Steering Column – Tilt and Telescoping
- Steering Wheel
 - Redundant Audio Controls
 - Wheel Spokes – Painted Black
- Storage
 - Front-Door Storage Bins
 - Seat Back Map Pocket – Passenger Only
- Windows – Manual

SAFETY/SECURITY

- (2) LATCH (Lower Anchors and Tether Anchors for Children) Hard Point Attachments
- AdvanceTrac® with ESC (Electronic Stability Control)
- Airbags
 - Dual-Stage Front
 - Driver Knee Airbag
 - Side-Impact
 - Side-Curtains
- Center High-Mounted Stop Light (CHMSL)
- Child-Safety Rear-Door-Locks
- Door – Autolock (doors lock automatically when driving away)
- Front-Passenger Sensing System
- Front-Wheel Drive
- Headlamps
 - Twin Chamber Quad-Beam Halogen
 - Bright Reflector with Black Bezel
 - Chrome Highlights
- Hill Start Assist
- Perimeter Alarm
- Rear View Camera
- Rear-Window Defrost
- Safety Belts
 - Belt-Minder® (front safety belt reminder)
 - Rear 3-point Safety Belts
 - Front Height Adjustable Retractable Safety Belt
 - Front Safety Belt Pretensioners
- SecuriLock® Passive Anti-Theft System (PATS)
- Sideview Mirrors
 - Body-Color
 - Dual Power
 - Integrated Blind Spot
- Tire Pressure Monitoring System (TPMS)

DRIVER ASSIST TECHNOLOGY

- SYNC®
 - Enhanced Voice Recognition Communication and Entertainment System.
 - 4.2" Screen in Center Stack
 - AppLink®
 - 911 Assist®
 - Smart-Charging USB Port – One (1)
 - Note:** SYNC® AppLink® lets you control some of your favorite compatible mobile apps with your voice. It is compatible with select smartphone platforms. Commands may vary by phone and AppLink® software.

FUNCTIONAL

- Audio
 - 6 Speakers – 80 Watts
 - AM/FM Aingle-CD/MP3-Capable
- Decklid Release
- Electronic Power-Assisted Steering (EPAS)
- Remote Keyless-Entry with 2 Key Fobs

2018 FIESTA S EQUIPMENT GROUP

Series/Rate	Option Code	Fiesta S – 18%
Retail Series Mix (% of Total Vehicle)		18%
Equipment Group		
Equipment Group Mix		100%
Free Standing Packages & Options (FSO)		
Front License Plate Bracket Note: See "Emissions" section for additional information	153	O
CUSTOM ACCESSORIES – Pre-Installed at MOD Center Note: These Ford Custom Accessories arrive already installed on the vehicle for your convenience		
Keyless-Entry Keypad	59K	O
Factory Invoiced Accessories (FIA) – Shipped separately from the vehicle for Dealer installation		
Smoker's Package	63B	O
Fleet Only Options (Requires Valid FIN Code)		
Engine Block Heater Note: Standard in seven states. See "Emissions" section for details.	41H	O

STANDARD EQUIPMENT**ALL "S" SERIES EQUIPMENT PLUS:****EXTERIOR**

- 15" Sparkle Silver-Painted Aluminum Wheels

INTERIOR/COMFORT

- 12V Powerpoint – Rear
- Ambient Lighting (7 Colors)
- Cruise Control
- Door Inserts – Upgraded Cloth
- Door Release – Satin Chrome
- Instrument Panel – Message Center
- Metallic Painted Trim
 - A/C Register Bezels
 - Steering Wheel Spokes
- Rear Dome Light
- Seats – Unique Upgraded Cloth
- Storage
 - Front Center Console with Armrest
 - Overhead Console
- Windows – Power with Driver One-Touch Up/Down

SAFETY/SECURITY

- MyKey®

DRIVER ASSIST TECHNOLOGY

- Auto Headlamps and Wiper Activated

FUNCTIONAL

- Ecomode

2018 FIESTA SE EQUIPMENT GROUP

Series/Rate	Option Code	Fiesta SE – 63%	
Retail Series Mix (% of Total Vehicle)		35%	28%
Fiesta 4-Door Sedan	P4B	O	O
Fiesta 5-Door Hatch	P4E	O	O
1.6L Ti-VCTI-4 Engine		S	S
5-speed Manual Transmission		S	S
6-speed PowerShift Automatic Transmission with SelectShift® capability	44A	O	O
Equipment Group		200A	201A
Equipment Group Mix		55%	45%
Included in Equipment Group			
<p>SE Appearance Package</p> <ul style="list-style-type: none"> • 16" 8-Spoke Sparkle Silver-painted Aluminum Wheels • Aluminum Mini Spare Wheel • Body-Color Front Bumper with Chrome Insert • Driver Seat Adjustable Lumbar Support • Fog Lamps with Chrome Trimmed Ring • Shift Knob – Leather-wrapped (Automatic Only) • Rear Spoiler (Sedan Only) • SiriusXM® Radio <p>Note: Includes a six (6)-month prepaid subscription¹. Service is not available in Alaska and Hawaii.</p> <p>Note: SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.</p> <ul style="list-style-type: none"> • SYNC® 3 – Enhanced Voice Recognition Communications and Entertainment System. Includes 6.5" LCD Capacitive Touchscreen in Center Stack with Swipe Capability, Pinch-to-Zoom capability included when equipped with available Voice-Activated Touchscreen Navigation System, AppLink®, 911 Assist®, Apple CarPlay™ and Android Auto™ and Smart Charging USB ports – two (2) • Unique Sport Cloth Seat Trim <p>Note: SYNC® AppLink® lets you control some of your favorite compatible mobile apps with your voice. It is compatible with select smartphone platforms. Commands may vary by phone and AppLink® software.</p>			
Free Standing Packages & Options (FSO)			
<p>Cold Weather Package</p> <ul style="list-style-type: none"> • Electronic Air Temperature Control (EATC) • Heated 1st Row Seats • Heated Side Mirrors 			
<p>Voice-Activated Touchscreen Navigation System with Pinch-to-Zoom Capability, SiriusXM Traffic and Travel Link® – (with 6.5" Color Touchscreen)</p> <p>Note: SiriusXM Traffic and Travel Link® includes a five (5)-year prepaid subscription². SiriusXM Traffic and Travel Link® services is not available in Alaska or Hawaii.</p> <p>Note: Requires SE Appearance Package</p>			
<p>16" 8-Spoke Black Machined-Aluminum Wheel</p> <p>Note: P195 50R16 Tire</p>			
	18C	O	O
	58G		O
	64B	O	O

¹ Subscriptions to all SiriusXM® services are sold by SiriusXM after trial period. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

² SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

**2018 FIESTA SE
EQUIPMENT GROUP**

Equipment Group		200A	201A
Free Standing Packages & Options (FSO) (continued)			
Power Moonroof Note: Overhead Console is not available	13R	○	○
Front License Plate Bracket Note: See "Emissions" section for additional information	153	○	○
★ Outrageous Green Metallic Tinted Clearcoat	B8	○	○
★ Hot Pepper Red Metallic Tinted Clearcoat	EA	○	○
White Platinum Metallic Tri-coat	UG	○	○
CUSTOM ACCESSORIES – Pre-Installed at MOD Center			
Note: These Ford Custom Accessories arrive already installed on the vehicle for your convenience			
Keyless-Entry Keypad	59K	○	○
Factory Invoiced Accessories (FIA) – Shipped separately from the vehicle for Dealer installation			
Smoker's Package	63B	○	○
Fleet Only Options (Requires Valid FIN Code)			
Engine Block Heater Note: Standard in seven states. See "Emissions" section for details.	41H	○	○

ALL "SE" SERIES EQUIPMENT PLUS:**EXTERIOR**

- 16" Premium Sparkle Silver-Painted Wheel
- P195 50R16 Tires
- Chrome Beltline & Decklid Molding
- Fog Lamps with Chrome Bezel
- Grille
 - Upper Chrome Bars and Surround
 - Lower Black Grille
- Rear Chrome Strip
 - 4-Door – Rear Fascia
 - 5-Door – Liftgate Eyebrow Molding

INTERIOR/COMFORT

- Climate Control – Electronic Automatic Temperature Control (EATC)
- Leather-Wrapped Steering Wheel with Cruise Control
- Outside Temperature Display
- Rear Second Floor Storage Compartment
 - Note:** Standard on 5-Door Only
- Seats
 - Driver Seat Adjustable Lumbar Support
 - Heated Seats (1st Row Driver/Passenger)
 - Leather Seats
- Shifter Bezel – Chrome (Automatic Only)
- Trip Computer

SAFETY/SECURITY

- Auto-dimming Rearview Mirror
- Keyless-Passive Entry – 2 Passive Keys
- Mirrors Sideview – Heated with Turn Signal Indicators

DRIVER ASSIST TECHNOLOGY

- Reverse Sensing System
- SYNC® 3
 - Enhanced Voice Recognition Communications and Entertainment System
 - 6.5" LCD Capacitive Touchscreen in Center Stack with Swipe Capability
 - Pinch-to-Zoom capability included when equipped with available Voice-Activated Touchscreen Navigation System
 - AppLink®
 - 911 Assist®
 - Apple CarPlay™ and Android Auto™
 - Smart Charging USB ports – two (2)
- Note:** SYNC® AppLink® lets you control some of your favorite compatible mobile apps with your voice. It is compatible with select smartphone platforms. Commands may vary by phone and AppLink® software.

FUNCTIONAL

- Audio
 - CD Player with MP3 Capability
 - HD Radio™
 - Sony® Premium Branded Audio – 8-speakers
 - SiriusXM® Radio
 - Note:** Includes a six (6)-month prepaid subscription. Service is not available in Alaska and Hawaii.
 - Note:** Subscriptions to all SiriusXM® services are sold by SiriusXM after trial period. 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. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.
- Intelligent Access with Push-Button Start
- Keyless Passive Entry with Passive Keys

2018 FIESTA TITANIUM EQUIPMENT GROUP

Series/Rate	Option Code	Fiesta TITANIUM – 9%
Retail Series Mix (% of Total Vehicle)		9%
Fiesta 4-Door Sedan		
Fiesta 4-Door Sedan	P4C	S
Fiesta 5-Door Hatch		
Fiesta 5-Door Hatch	P4F	O
1.6L Ti-VCTI-4 Engine		
1.6L Ti-VCTI-4 Engine		S
6-speed PowerShift Automatic Transmission with SelectShift® capability		
6-speed PowerShift Automatic Transmission with SelectShift® capability	44A	S
Equipment Group		300A
Equipment Group Mix		100%
Free Standing Packages & Options (FSO)		
Voice-Activated Touchscreen Navigation System with Pinch-to-Zoom Capability, SiriusXM Traffic and Travel Link® – (with 6.5" Color Touch Screen) Note: SiriusXM Traffic and Travel Link® includes a five (5)-year prepaid subscription ¹ . Services are not available in Alaska and Hawaii.	58V	O
Power Moonroof Note: Overhead Console is not available	13R	O
Front License Plate Bracket Note: See "Emissions" section for additional information	153	O
★Outrageous Green Metallic Tinted Clearcoat	B8	O
★Hot Pepper Red Metallic Tinted Clearcoat	EA	O
White Platinum Metallic Tri-coat	UG	O
Factory Invoiced Accessories (FIA) – Shipped separately from the vehicle for Dealer installation		
Smoker's Package	63B	O
Fleet Only Options (Requires Valid FIN Code)		
Engine Block Heater Note: Standard in seven states. See "Emissions" section for details.	41H	O

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2018 FIESTA FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Manual Transmission
Axle Ratio = 4.07
S and SE

Automatic Transmission
Axle Ratio = 3.895
S, SE, Titanium with 1.6L
Ti-VCTI-4 Engine

WHEEL AVAILABILITY



15" Steel with Covers
Standard on S



15" Sparkle Silver-Painted
Aluminum
Standard on SE



16" Premium Sparkle Silver-
Painted
Standard on Titanium



16" 8-Spoke Sparkle Silver-
painted Aluminum
Standard on SE Appearance



16" 8-Spoke Black Machined-
Aluminum (64B)
Optional on SE and SE
Appearance

★ = New for this model year

COLOR & TRIM AVAILABILITY

Model	Style/Material	Interior Description
S	Cloth	Cloth Front Bucket Bolsters Seats with 60/40 Split Rear-seat
SE	Cloth	Cloth Front Bucket Embossed Bolsters Seats with 60/40 Split Rear-seat
SE Appearance	Cloth	Cloth Front Sport Embossed Bolsters Bucket Seats with 60/40 Split Rear-seat
Titanium	Leather-Trimmed	Leather Front Bucket Embossed Bolsters Seats with 60/40 Split Rear-seat

COLOR OFFERINGS

Paint Name	Order Code	S	SE		SE Appearance		Titanium	
		Cloth	Cloth		Cloth		Leather-Trimmed	
		Charcoal Black with Sterling Stone Insert	Medium Light Stone with Embossed Seat Design	Charcoal Black with Embossed Seat Design	Charcoal Black with Reverse Contrast Seat Stitching	Charcoal Black Bolster with Red Seat Stitching	Medium Light Stone	Charcoal Black
		5D	1S	1D	GD	GE	DS	DD
★Outrageous Green Metallic Tinted Clearcoat ¹	B8		■	■	■	■	■	■
Bohai Bay Mint ²	D2		■	■	■	■	■	■
★Hot Pepper Red Metallic Tinted Clearcoat ¹	EA		■	■	■	■	■	■
Shadow Black	G1	■	■	■	■	■	■	■
Magnetic ²	J7		■	■	■	■	■	■
★Lightning Blue ²	N6		■	■	■	■	■	■
White Platinum Metallic Tri-coat ¹	UG		■	■	■	■	■	■
Ingot Silver ²	UX	■	■	■	■	■	■	■
Oxford White	YZ	■	■	■	■	■		

¹ Extra Cost

² Metallic Paint

★ = New for this model year

■ = Available

2018 FIESTA EMISSIONS

EMISSIONS STANDARD/OPTIONAL EQUIPMENT

50-STATE EMISSIONS SYSTEM 425
Standard Equipment on all Fiesta Trim Levels

ENGINE BLOCK HEATER 41H

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD
For additional availability information, please refer to the Equipment Group pages.

NOTE: Standard on 1.6L Engine

NOTE: Fleet Only – Engine Block Heater (41H) optional in all states with valid FIN code.

FRONT LICENSE PLATE BRACKET 153

Standard in states requiring two license plates and optional to all others.

FUEL ECONOMY

ENGINE DISP.	TRANSMISSION	50-STATE			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
1.6L Ti-VCT I-4 Engine Sedan	5-speed Manual Transmission	TBD	TBD	TBD	TBD
	PowerShift 6-speed Automatic Transmission	TBD	TBD	TBD	TBD
1.6L Ti-VCT I-4 Engine (5-door Hatch)	5-speed Manual Transmission	TBD	TBD	TBD	TBD
	PowerShift 6-speed Automatic Transmission	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50-STATE	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LBS. @ RPM
1.6L Ti-VCT I-4 Engine (4-door Sedan)	5-speed Manual Transmission (4.07 Gear Ratio)	11:01	120@5000	112@5000
	5-speed Manual Transmission (4.25 Gear Ratio)			
	PowerShift 6-speed Automatic Transmission	11:01	120@6350	112@5000
1.6L Ti-VCT I-4 Engine (5-door Hatch)	5-speed Manual Transmission (4.07 Gear Ratio)	11:01	120@6350	112@5000
	5-speed Manual Transmission (4.25 Gear Ratio)			
	PowerShift 6-speed Automatic Transmission	11:01	120@6350	112@5000