



**ACTION NOTICE**  
**VEHICLE SALES**

SERIAL	PN1158
DATE	26 <sup>th</sup> November, 2012
AUDIENCE	Dealer Management / Car Sales Staff / Administration Staff
KEY MESSAGE	<b>Ford Fiesta ST Launch</b>
ISSUE/CHANGE	<p>This letter is to provide you with more details on the Ford Fiesta ST, including engineering and performance data, specifications of the two series, and the key design cues. This will enable your sales team to understand this exciting new product and provide the information you need to place orders.</p> <p>Fiesta ST builds on the heritage of the prior Fiesta ST and current Focus ST, delivering enhanced driving dynamics and a powerful high performance 1.6 EcoBoost 182PS engine.</p> <p><b>Fiesta ST Strategy and Positioning</b></p> <p>The ST is the ultimate expression of Fiesta's driving quality and performance, and targets to exceed customer expectation through:</p> <ol style="list-style-type: none"><li>1. 1.6 EcoBoost engine, equipped with 182PS and 290NM of torque helps deliver the pure driving excitement of an ST whilst maximizing fuel economy and reducing emissions.</li><li>2. Improved driving dynamics including Torque Vectoring Control.</li><li>3. Equipped with an unprecedented array of smart technologies including Ford SYNC and My Key.</li><li>4. Recaro seats fitted as standard to reflect sporty inspired design</li></ol> <p><b>Pricing</b></p> <p>Target date for communicating the price list via separate redtop is end of December.</p> <p>The attachment shown below provides full product specifications; allocation timings and a brief communications plan outline.</p>
ACTION REQUIRED	<b>Please ensure that your dealership staff are fully aware of the above information and advise customers accordingly.</b>
TIMING	<b>Immediately</b>
ATTACHMENT LINKS	<b>Attachment 1 Product specification</b> <b>Attachment 2 Order guide</b> <b>Attachment 3 Fiesta ST timing for mainstream production</b> <b>Attachment 4 Communications &amp; Training plan</b>
ISSUED BY:	
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JOB TITLE	<b>Marketing Director</b> <b>Finance Director</b>
CONTACT:	<b>Zone Manager</b>



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**ATTACHMENT 1      FIESTA ST – PRODUCT SPECIFICATION**

**FRONT VIEW – NOTE:** Model shown Fiesta ST2, in Molten Orange pearlescent paint (option), 17” Rado Grey Alloys, illuminated scuff plates and red brake calipers (available as an option: ST Style Pack), LED daytime running lights.



**REAR VIEW – NOTE:** Model shown includes body styling kit with distinctive rear diffuser, twin exhaust. (Standard)





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**INTERIOR VIEW – NOTE:** Includes SONY DAB radio with SYNC (Standard on ST2), Alloy foot pedals, ST floor mats, unique ST leather gear shift knob and unique ST steering wheel.



**INTERIOR VIEW 2 – NOTE:** Includes leather Recaro sports seats (standard on ST2)





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Section below provides an overview of the key product specifications available across Fiesta ST.

### Engineering/Dynamic Feature

The new Fiesta ST delivers significant ride and handling improvements, through the implementation of the following features:

New Steering: Provides a quick response on centre and an even quicker response off centre delivered through:

- Short steering arm
- Steering angle is disproportionate to steering movement

Unique Suspension Tuning: Delivers better body control, enhanced cornering and steering precision through:

- Modified front knuckle
- ST unique tyres and unique springs/dampers
- Sporty rear suspension

Enhanced Torque Vectoring Control (eTVC): Provides better traction and less understeer via:

- eTVC applies brake torque on the inner wheel in a curve
- Cornering understeer is further controlled with additional software which leads to the ability of passing curves at higher speeds.

Chassis

- Specially tuned and sits 15mm lower than standard Fiesta.

Electronic Stability Control

- Three ESP modes by switch
  - **ESP ON:** 100% intervention by ESP system
  - **ESP Wide slip mode:** Allows for a more exuberant driving style with 'some' intervention from ESP
  - **ESP OFF:** No intervention from ESP only recommended for professional drivers who are used to driving without electrical driver aids.

**Engine:** The refinement and exciting feel and sound delivered by the powerful 1.6 EcoBoost 182PS, 290 Nm peak torque engine, which includes:

- 1.6-litre Ford EcoBoost four cylinder petrol engine
- Combines high pressure direct injection, low inertia turbocharging, and twin independent variable cam timing
- All aluminium design
- 0-62mph in 6.9 seconds
- 138g CO<sub>2</sub>
- Sound Symposer: Amplifies the throaty frequencies enthusiasts crave in performance cars.



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**Bodystyle**

The Fiesta ST is available solely in a 3 door bodystyle, will be clearly identifiable through the following exterior features ( as shown in diagram on page 4)

- Large black honeycomb trapezoidal grille
- Corner winglets
- Large rear spoiler with twin upper air vents
- Twin exhaust outlet
- Red brake calipers and Grey alloy wheels available as an option: 'ST Style pack'

**Series**

Table 1 below gives an introduction to the feature level of each series. These details will be supported in the brochure and ford.co.uk website.

Table 1 – Key Product features by series

ST	ST 2
<b>Exterior Features</b>	<b>Exterior Features (above ST)</b>
<ul style="list-style-type: none"> <li>▪ 17" Alloy wheels</li> <li>▪ Tinted Glass</li> <li>▪ Halogen Projector headlamps</li> <li>▪ ST Front Fog Lights</li> </ul>	<ul style="list-style-type: none"> <li>▪ LED Daytime running lamps</li> <li>▪ Privacy Glass</li> </ul>
<b>Interior Features</b>	<b>Interior Features</b>
<ul style="list-style-type: none"> <li>▪ Recaro cloth seats</li> <li>▪ Thatcham CAT 1 alarm</li> <li>▪ Ford DAB radio</li> <li>▪ SYNC connectivity</li> <li>▪ Manual A/C</li> </ul>	<ul style="list-style-type: none"> <li>▪ Partial leather Recaro seats</li> <li>▪ Rear centre head restraint</li> <li>▪ Heated front seats</li> <li>▪ Sony DAB Radio</li> <li>▪ EATC</li> <li>▪ Keyless start with Ford power start button</li> </ul>

**Exterior and Interior Colours**

		<b>Interior</b>		
		<b>Silverstone Grey (ST)</b>	<b>Molten Orange (ST2)</b>	<b>Smoke Storm (ST2)</b>
<b>Exterior</b>	▪ Race Red (solid)	✓		✓
	▪ Frozen White (Solid)	✓	✓	✓
	▪ Panther Black (metallic)	✓	✓	✓
	▪ Molten Orange (metallic)	✓	✓	✓
	▪ Spirit Blue (metallic)	✓		✓



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**Performance and Economy**

Euro Stage	Transmission	Maximum Power PS (kW)	Torque Nm <sup>(4)</sup>	CO <sub>2</sub> emissions (g/km) <sup>00</sup>	Fuel consumption mpg(L/100 km) <sup>00</sup>			Performance <sup>0</sup>		
					Urban	Extra Urban	Combined	Max. speed (mp/h)	0-62 mp/h (secs)	31-62 mp/h* (secs)
Euro Stage V	M6	182 (134)	290	138	35.8 (7.9)	58.9 (4.8)	47.9 (5.9)	tbc	6.9	6.4



	Studio		Style		Zetec		Zetec S	Titanium		Titan X		ST	ST 2
	3dr	3dr	5dr	3dr	5dr	3dr	3dr	5dr	3dr	5dr	3dr	3dr	
<b>Engine / Transmission</b>													
<b>Petrol</b>													
1.25 Stage V 80PS	x	x	x										
1.25 Stage V 82PS		x	x										
1.0 Stage V 80PS Start/Stop (A)				x	x				x	x			
1.0 Stage V EcoBoost 100PS Start/Stop (A)				x	x				x	x	x	x	
1.0 Stage V EcoBoost 125PS Start/Stop (A)							x		x	x	x	x	
1.6 Stage V PowerShift 105PS		x	x	x	x				x	x	x	x	
1.6 Stage V EcoBoost 182PS												x	x
<b>TDI</b>													
1.5 TDCI Stage V + DPF 75PS			x	x	x	x			x	x			
1.6 TDCI Stage V + DPF 95PS							x				x	x	
1.6 TDCI Stage V + DPF 95PS with Auto Start/Stop			E	E	E	E			E	E			
<i>(A) Note start/stop feature is an option in VISTA and must be selected to prevent infeasible order</i>													
<b>Exterior</b>													
<b>Wheel Availability</b>													
Alloy - 16"x6.5", 7-spoke, 195/50 tyres						O							
Alloy - 17"x7", 8-spoke, 205/40 tyres							O		O		O		
Spare - 14"x5.5" steel	O		O/E			O/E	O		O/E		O		
Tyre DDS (Deflation Detection System)							O		O		O	O	O
<b>Body</b>													
Privacy Glass			O			O			S		S	O	S
Full Dress Up Kit (3dr or 5dr)						O <sup>3/4</sup>			O <sup>3/4</sup>				
<b>Convenience</b>													
Keyless Entry (Ford Keyfree system)							O		O		S		O
Perimeter Alarm			O			O	S		S		S		
<b>Interior</b>													
<b>Seating</b>													
Rear centre head restraint			O			O			O		S	O	O
Driver's seat lumbar support						O			S		S		
Heated front seats									O		S		S
Leather Pack (includes heated seats, and centre head restraint)							O		O		O		
Partial Leather seats							O		O		O		S
<b>Audio and communication systems</b>													
<b>Radio/CD</b> with multi-functional 2-line display, six speakers (four front and two rear), MP3-compatible, remote audio controls, AUX and USB connection for external music devices	S		S			S							
<b>Radio/CD and Ford SYNC</b> with multi-functional matrix display, six speakers (four front and two rear), MP3-compatible, remote audio controls, Ford SYNC (Bluetooth® hands-free phone and Voice Control System with Ford Emergency Assistance), AUX and USB connection for external music devices.			O			O	S						
<b>DAB Radio/CD and Ford SYNC</b> , multi-functional matrix display, six speakers (four front and two rear), MP3-compatible, remote audio controls, Ford SYNC (Bluetooth® hands-free phone and Voice Control System with Ford Emergency Assistance), AUX and USB connection for external music devices, diversity antenna			O			O	O					S	
<b>Navigation System with DAB Radio/CD/SD and Ford SYNC</b> , 5" TFT display, MP3-compatible, six speakers (four front and two rear), remote audio controls, Ford SYNC (Bluetooth® hands-free phone and Voice Control System with Ford Emergency Assistance), AUX and two USB connection for external music devices, diversity antenna <sup>1</sup>			O			O	O					O	
<b>Sony DAB radio/CD, 4.2" TFT display</b> , MP3-compatible, six speakers (four front and two rear coaxial), remote audio controls, Ford SYNC (Bluetooth® hands-free phone and Voice Control System with Ford Emergency Assistance), AUX and USB connection for external music devices, diversity antenna									S		S		S
<b>Sony Navigation System with DAB radio/CD/SD and Ford SYNC</b> , 5" TFT display, MP3-compatible, six speakers (four front and two rear coaxial), remote audio controls, Ford SYNC (Bluetooth® hands-free phone and Voice Control System with Ford Emergency Assistance), AUX and two USB connection for external music devices, diversity antenna <sup>1</sup>									O		O		O
Rear View Camera (Requires Sony Radio or Nav)									O		O		
<b>Comfort and Convenience</b>													
Trip Computer			O			S	S		S		S	S	S
Adjustable boot load floor			O			O	O		O		O	O	O
EATC							O		S		S		O
Quickclear Heated Windscreen			O			S	S		S		S	S	S
Auto Wipers including Headlamps & Dimming Rear View Mirror							O		S		S		
<b>Customer Packs</b>													
City Pack - Rear parking distance sensor and electric/heated power-foldable door mirrors with puddle lamps	O		Style			O	Zetec S		Titanium		Titanium X	ST	ST II
Driver Assistance Pack - Active City Stop, rear parking distance sensor and electric/heated power-foldable door mirrors with puddle lamps (only available with 1.0 petrol or diesel engines)						O <sup>2</sup>	O <sup>2</sup>		O <sup>2</sup>		O <sup>2</sup>		
Front and rear parking distance sensor and electric/heated power-foldable door mirrors with puddle lamps			O <sup>2</sup>			O <sup>2</sup>	O <sup>2</sup>		O <sup>2</sup>		O <sup>2</sup>		
ST Style Pack - 17" Alloys painted Radio Grey, illuminated scuff plates and red callipers.												O	O

Availability notes  
 (A) start/stop feature is an option in VISTA and must be selected to prevent infeasible order  
 1/ Starting in production from Jan 2013  
 2/ Not available with City Pack  
 3/ Not available with ECONetic Powertrain  
 4/ Not available with Front and rear parking sensors  
 E/ Standard with ECONetic Powertrain

Colour & Trim	WERS	DOE	Studio	Style	Zetec	Titanium		Zetec S		Titanium X			ST	ST 2	ST 2
			90B/2YSDW	90A/3D1DW	90F/3D4DW	90F/3D4DW	90W/3CPDW	90M/3D2DW	90N/3D2E3	90W/3CPDW	90V/4JVDW	90W/3CPDW	90L/4JVDW	90J/4JVDW	90J/4JVDW
Theme			Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black
Environment			Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black
Seat Insert Type			Fabric	Fabric	Fabric	Fabric	Leather	Fabric	Fabric	Leather	Part Leather	Leather	Fabric (Recaro)	Part Leather (Recaro)	Part Leather (Recaro)
Seat Insert Fabric			Max	Match Point	Lithos	Lithos	Vienna	Ultimate/Lux Soft	Ultimate/Lux Soft	Vienna	Smitty Tech	Vienna	Airfield	Protection	Protection
Seat Insert Colour			Charcoal Black/ Soft Charcoal Max	Charcoal Black	Charcoal Black	Charcoal Black	Metallic Effect	Charcoal Black	Charcoal Black	Metallic Effect	Silver	Metallic Effect	Silverstone Grey	Molten Orange	Smoke Storm
Seat Bolster Fabric			Max	View	Domo	Domo	Vienna	Monax/Lux soft	Monax/Lux soft	Vienna	Vienna	Vienna	Lux Soft	Torino/Lux Soft	Torino/Lux Soft
Seat Bolster Colour			Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	Soft Charcoal/ Charcoal black	Soft Charcoal/ Charcoal Black/ Red Hot	Charcoal Black	Charcoal Black	Charcoal Black	Charcoal Black	C Black/Molen Orange	C Black/Smoke Storm
Blazer Blue (solid)	PN3JV	9NJ	x	x											
Frozen White (solid)	PN3GZ	9NH	o	o	o	o	o	o	o	o	o	o	o	o	o
Race Red (solid)	PN4A7	9NM	x	x	x	x	x	x	x	x	x	x	x	x	x
Hot Mustard	PN1B1	9NG			o	o	o	o	o	o	o	o	o	o	o
Copper Pulse (metallic)	PN4B2	9NP			o	o	o	o	o	o	o	o	o	o	o
Fashionista (metallic)	PN4BU	9NN			o	o	o	o	o	o	o	o	o	o	o
Panther Black (metallic)	PNJAB	9NA	o	o	o	o	o	o	o	o	o	o	o	o	o
Midnight Sky (metallic)	PNMAF	9NC			o	o	o	o	o	o	o	o	o	o	o
Nautical Blue (metallic)	PNMVD	9NE		o	o	o	o	o	o	o	o	o	o	o	o
Moon dust Silver (metallic)	PNZJB	9NF	o	o	o	o	o	o	o	o	o	o	o	o	o
Hot Magenta * (metallic)	PN3LE	9NK			o	o	o	o	o	o	o	o	o	o	o
Candy Blue * (metallic)	PN4CZ	9ND			o	o	o	o	o	o	o	o	o	o	o
Spirit Blue * (metallic)		9NE											o	o	o
Molten Orange * (metallic)		9NL											o	o	o

x = Standard  
o = Option  
\* = Special Metallic Paint



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**ATTACHMENT 3      FIESTA ST TIMING FOR MAINSTREAM PRODUCTION**

This attachment details production timing, customer order fulfillment, dealer amendment/ordering & VISTA functionality.

The **launch allocation** for Fiesta ST **is included in the November wholesale** for January Production. This initial allocation is all ST2, but dealers can dress the units to their own choice of colours and options.

To further ensure stability through this launch period, no new orders will be accepted outside of the wholesale and units that are generated in the November DBP will be locked for amendment after the dressing period.

From Mid-February 2012, the amendment restrictions in VISTA will be lifted to enable fulfillment of bespoke customer orders from March production and beyond.

22 <sup>nd</sup> Nov	Fiesta ST Dealer wholesale units allocated
24 <sup>th</sup> Nov	Dressing Period begins
29 <sup>th</sup> Nov	Dressing Period ends *
30 <sup>th</sup> Nov	Call off period
End Dec	Fiesta ST Price list published
Dec	New Fiesta ST orders can be placed
28 <sup>th</sup> Jan	Production begins
18 <sup>th</sup> Feb	Gate Release of launch vehicles
March	First delivery of Fiesta ST

\*48 hours period after wholesale dressing to call off operating stock as required (before close of business 01/12).

02/12 onwards units will be visible to other dealers in Intelligent finder.



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**ATTACHMENT 4      COMMUNICATIONS AND TRAINING PLAN**

**Pre-launch communications**

Comprehensive details to be announced in redtop to be distributed at a later date.

**1. Ford.co.uk & configurator**

Fiesta ST webpage is now live on the future vehicle section of the Ford.co.uk website

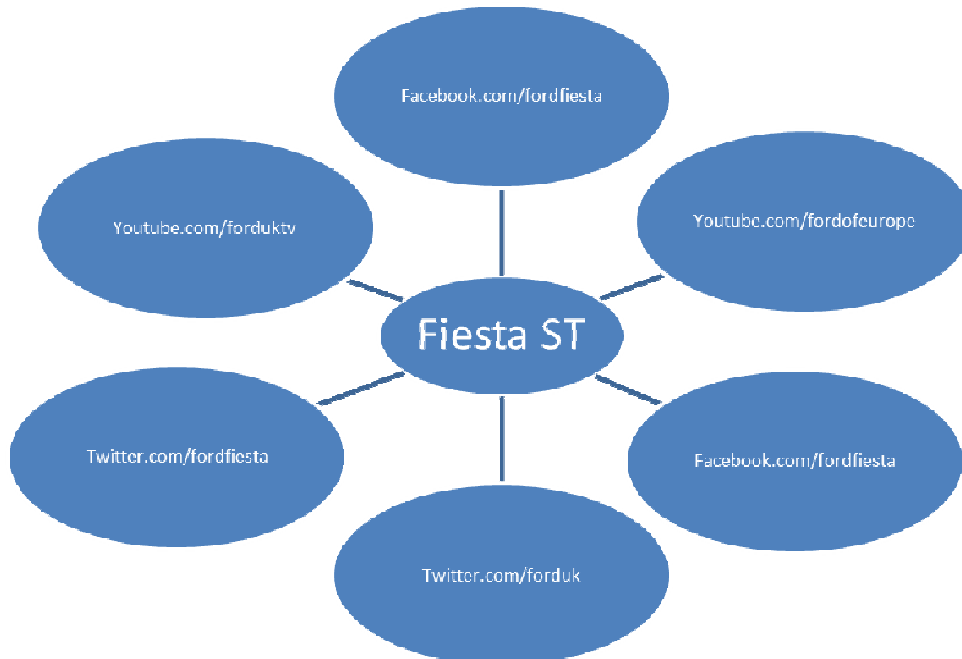
During Q1 2013, a dedicated New Fiesta ST page will be introduced to ford.co.uk aimed at capturing customer interest in this product and these shall be added to our data strategy for future communications. This will be supplemented by the addition of New Fiesta ST to configurator on ford.co.uk with full product detail during Q1 2013 enabling customers to specify and create their vehicle and obtain a finance quotation from Ford Credit.

**2. Brochures**

Target date for distribution for online and hard copy is March 2013.

**3. Social Media**

The Ford Social Media Teams will be updating the following assets with regular Fiesta updates:





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Prospective customers should be encouraged to “Like” the New Ford Fiesta and Ford UK Facebook pages and to follow @forduk on Twitter.

If you have Dealership Social Media accounts then these should be used to share or retweet content that has been posted by the Ford Social Media team. Dealership staff can also share and retweet this content using their personal accounts.

Any customers who request to be kept informed (KMI), or request a Brochure or test drive will be included in future pre-launch and launch communications activity.

Further details of the communication plans including full pre-launch activity will be communicated throughout Q1 2013.

#### **4 Dealer marketing Assets**

Comprehensive details to be announced in redtop to be distributed at a later date.

#### **Training plan**

Loughborough College are actively engaged in the development of a multi tier training plan for Sales teams. This includes:

- E-Learning training – ST is included in New Fiesta elearning guide.
- Electronic Sales Guide – Release date – Q1 2013

Please note timings are subject to change