

Feel the difference



FordFiesta

Recommended prices

Effective from 07th February 2011

FordFiesta

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Series	Body Style	Engine	Transmission	VED Band	CO2 Emission	Recomm. Retail Price £	Total Price (incl VAT) £	Estimated 'On the Road' Price £	'On the Road' Price £
Studio	3 Door	1.25 060	5 Speed	D	127	8,262.50	9,915.00	9,995.00	
	3 Door	1.25 082	5 Speed	D	129	8,762.50	10,515.00	10,595.00	
	3 Door	1.4TDCi070 DPF	5 Speed	B	107	9,887.50	11,865.00	11,945.00	
	5 Door	1.25 060	5 Speed	D	127	8,762.50	10,515.00	10,595.00	
	5 Door	1.25 082	5 Speed	D	129	9,262.50	11,115.00	11,195.00	
	5 Door	1.4TDCi070 DPF	5 Speed	B	107	10,387.50	12,465.00	12,545.00	
Edge	3 Door	1.25 060	5 Speed	D	127	8,970.83	10,765.00	10,845.00	
	3 Door	1.25 082	5 Speed	D	129	9,470.83	11,365.00	11,445.00	
	3 Door	1.4 096	5 Speed	E	133	9,879.17	11,855.00	12,045.00	
	3 Door	1.4 096	Automatic	G	154	10,675.00	12,810.00	13,045.00	
	3 Door	1.4TDCi070 DPF	5 Speed	B	107	10,595.83	12,715.00	12,795.00	
	5 Door	1.25 060	5 Speed	D	127	9,470.83	11,365.00	11,445.00	
	5 Door	1.25 082	5 Speed	D	129	9,970.83	11,965.00	12,045.00	
	5 Door	1.4 096	5 Speed	E	133	10,379.17	12,455.00	12,645.00	
	5 Door	1.4 096	Automatic	G	154	11,175.00	13,410.00	13,645.00	
	5 Door	1.4TDCi070 DPF	5 Speed	B	107	11,095.83	13,315.00	13,395.00	
Econetic	3 Door	1.6 TDCi095 DPF	5 Speed	A	98	11,512.50	13,815.00	13,895.00	
	5 Door	1.6 TDCi095 DPF	5 Speed	A	98	12,012.50	14,415.00	14,495.00	
Zetec	3 Door	1.25 082	5 Speed	D	129	10,095.83	12,115.00	12,195.00	
	3 Door	1.4 096	5 Speed	E	133	10,504.17	12,605.00	12,795.00	
	3 Door	1.4 096	Automatic	G	154	11,300.00	13,560.00	13,795.00	
	3 Door	1.4TDCi070 DPF	5 Speed	B	107	11,220.83	13,465.00	13,545.00	
	3 Door	1.6 TDCi095 DPF	5 Speed	B	107	11,720.83	14,065.00	14,145.00	
	5 Door	1.25 082	5 Speed	D	129	10,595.83	12,715.00	12,795.00	
	5 Door	1.4 096	5 Speed	E	133	11,004.17	13,205.00	13,395.00	
	5 Door	1.4 096	Automatic	G	154	11,800.00	14,160.00	14,395.00	
	5 Door	1.4TDCi070 DPF	5 Speed	B	107	11,720.83	14,065.00	14,145.00	
	5 Door	1.6 TDCi095 DPF	5 Speed	B	107	12,220.83	14,665.00	14,745.00	
Zetec S	3 Door	1.6 120	5 Speed	E	134	11,837.50	14,205.00	14,395.00	
	3 Door	1.6 TDCi095 DPF	5 Speed	B	107	12,554.17	15,065.00	15,145.00	
S 1600	3 Door	1.6 134 PS	5 Speed	E	139	13,087.50	15,705.00	15,895.00	
Titanium	3 Door	1.4 096	5 Speed	E	133	11,337.50	13,605.00	13,795.00	
	3 Door	1.4 096	Automatic	G	154	12,133.33	14,560.00	14,795.00	
	3 Door	1.4TDCi070 DPF	5 Speed	B	107	12,054.17	14,465.00	14,545.00	
	3 Door	1.6 120	5 Speed	E	134	11,837.50	14,205.00	14,395.00	
	3 Door	1.6 TDCi095 DPF	5 Speed	B	107	12,554.17	15,065.00	15,145.00	
	5 Door	1.4 096	5 Speed	E	133	11,837.50	14,205.00	14,395.00	
	5 Door	1.4 096	Automatic	G	154	12,633.33	15,160.00	15,395.00	
	5 Door	1.4TDCi070 DPF	5 Speed	B	107	12,554.17	15,065.00	15,145.00	
	5 Door	1.6 120	5 Speed	E	134	12,337.50	14,805.00	14,995.00	
	5 Door	1.6 TDCi095 DPF	5 Speed	B	107	13,054.17	15,665.00	15,745.00	

† 'On the road' price includes one years road fund licence, DVLA first registration fee and an estimated £25 for number plates.

†† Main Dealer Wholesale price includes UK mainland handling, delivery and logistics insurance charges of £362 per unit.

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Option availability and pricing

Factory-Fitted Options	Studio	Edge	Econetic	Zetec	Zetec S	Titanium	S-1600	Recomm Retail Price £	Total Price £
Alloy - 15"x6", 5-Spoke , 195/50 tyres - Edge	-	O	-	-	-	-	-	354.17	425.00
Alloy - 16"x 6.5", 7-Spoke , 195/45 tyres - Zetec	-	-	-	O	-	-	-	187.50	225.00
Alloy - 16"x 6.5", 7-Spoke , 195/45 tyres - Titanium	-	-	-	-	-	O	-	104.17	125.00
ATC Air conditioning	-	-	-	-	O	S	S	229.17	275.00
Auto wipers inc auto headlamps	-	-	-	O	O	S	-	104.17	125.00
Bluetooth Handsfree and Voice Control and USB Connection	-	O ²	O ²	O	O	-	O	166.67	200.00
Bluetooth Handsfree, VC and USB and Mobile Navigation	-	O ²	O ²	O	O	-	-	312.50	375.00
City Pack	-	O ³	O ³	O ³	O	-	-	250.00	300.00
City Pack (Titanium)	-	-	-	-	-	O ³	-	166.67	200.00
Curtain Airbags	O	O	O	O	O	O	-	229.17	275.00
Full Dress Up Kit (3dr Only)	-	-	-	-	-	O	-	479.17	575.00
Heated Seats	-	-	-	-	-	O	-	145.83	175.00
Individual Pack (Blue)	-	-	-	-	O	-	-	729.17	875.00
Individual Pack (Red)	-	-	-	-	-	O	-	729.17	875.00
Interior Pack #1 - Zetec S	-	-	-	-	O	-	-	145.83	175.00
Interior Pack #1 - Titanium	-	-	-	-	-	O	-	104.17	125.00
Interior Pack #2 - Zetec S	-	-	-	-	O	-	-	270.83	325.00
Interior Pack #2 - Titanium	-	-	-	-	-	O	-	229.17	275.00
Leather Pack (including heated seat)	-	-	-	-	O	O	S	625.00	750.00
Lumbar support driver seat	-	-	-	-	-	O	-	41.67	50.00
Metallic Paint	O	O	O	O	O	O	-	391.67	470.00
Parking sensor - Front and Rear	-	O ³	O ³	O ³	-	O ^{3/4}	-	229.17	275.00
Perimeter Alarm	-	O	O	O	S	S	S	125.00	150.00
Privacy Glass	-	-	-	O	P	S	O	62.50	75.00
Quickclear heated windscreen	-	O	O	S	S	S	S	83.33	100.00
Rear centre head restraint	O	O	O	O	O	O	O	41.67	50.00
Rear view camera	-	O ⁵	O ⁵	O ⁵	O ⁵	O ⁵	-	395.83	475.00
Spare Wheel - 14" x 5.5 Steel Wheel	O	O	-	O	O	O	O	41.67	50.00
Sony Radio with CD Player & Bluetooth USB	-	-	-	-	-	S	-	N/C	N/C
Sony Radio with CD Player, Mobile Navigation & Bluetooth USB	-	-	-	-	-	O	-	145.83	175.00
Street Pack	-	-	-	-	O ¹	-	-	229.17	275.00
Titanium X Pack	-	-	-	-	-	O ¹	-	666.67	800.00
Unique Paint - Squeeze	-	O	O	O	-	O	-	583.33	700.00
Unique Pearlescent Paint - Hot Magenta	-	-	-	O	-	O	-	583.33	700.00
Keyless Start	-	-	-	-	O	-	O	145.83	175.00
Keyless entry including Ford 'Power' Start/Stop Button	-	-	-	-	-	O	-	354.17	425.00
Performance Blue (SVO Code C3AE)	-	-	-	-	-	-	O	391.67	470.00

S = Standard O = Optional N/C = No Cost Option P = Part of a Pack

Availability Notes

1. Only available on 1.6 Petrol engines
2. Includes Trip Computer
3. Front and Rear Parking Sensors cannot be ordered in combination with City Pack
4. Not available in combination with Full Dress Kit
5. Includes Rear Parking Sensors, auto dimming mirror, auto headlights and auto wipers (not available in conjunction with Front & Rear Parking Sensors or City Pack)

Pack Details

Full Dress Up Kit
 Large Rear Spoiler, Side Skirts, Sport Front and Rear bumpers, Sport Grille
 City Pack
 Power Fold Mirrors, Reverse Parking Sensor
 Street Pack
 Privacy Glass, 17" Alloy wheels
 Titanium X Pack
 17" Alloy Wheels, Leather Trim and Rear Power Windows (5 dr only)
 Individual Pack (Red)
 Unique Interior Finish - (Deep Red/Silver), steering wheel executions, leather gearshift
 Individual Pack (Blue)
 premium leather seat trim and premium velour mats (manual transmission only)
 Interior Pack #1
 and front & rear velour mats (standard on Titanium)
 Interior Pack #2
 unique handbrake cover, and front & rear velour mats (standard on Titanium)

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Dealer Fitted Accessory	Part (finis) number		Total £ (inc VAT)
Interior Styling			
Aluminium effect pedal set *	1534068		£75.00
Scuff Plates - Stainless Steel - 3 door *	1531356		£70.00
Scuff Plates - Stainless Steel - 5 door *	1531353		£70.00
Scuff Plates - Illuminated - 3 door *	1531363		£280.00
Scuff Plates - Illuminated - 5 door *	1531360		£280.00
Gear Knob - black leather *	1571917		£75.00
Gear Knob - blue leather *	1571937		£75.00
Gear Knob - red leather *	1571936		£75.00
Gear Knob illuminated, with black leather *	1580939		£120.00
Exterior Styling			
15" alloy wheels, set of 4 - various styles (price excludes tyres and fitting)	Various	from	£540.00
16" alloy wheels, set of 4 - various styles (price excludes tyres and fitting)	Various	from	£645.00
17" alloy wheels, set of 4 - various styles (price excludes tyres and fitting)	Various	from	£720.00
Comfort & Convenience			
Armster - armrest to fit to centre console between front seats *	1639795		£120.00
Ipod interface cable (for vehicles with Bluetooth® & USB option only)	1529487		£26.21
Garmin Mirror Navi *	1700935		£360.00
Parrot Minikit Slim - portable bluetooth handsfree kit	1667804		£69.86
Parrot MKi9100 integrated bluetooth handsfree kit with iPod/USB connection (a wiring loom is also required when fitting this product)	1667797		£237.38
Climair sunblind kit - 3 door (tailored to fit all rear windows) *	1568755		£170.00
Climair sunblind kit - 5 door (tailored to fit all rear windows) *	1568756		£185.00
Waeco TE-21 12v coolbox - attaches to ISOfix points for secure mounting	1479499		£295.27
Xvision rear parking distance sensors	Various	from	£299.99
Transportation			
Roof cross bars *	1619291		£190.00
Thule "Ranger" Foldable Roof Bag [#]	1513367		£209.36
Thule Pacific 100 roof box [#]	1513370		£240.00
Free Ride 530 Bike Carrier [#]	1439980		£45.96
Towbar - fixed + 7 pin electrics *	1676797/1563452		£475.00
Child Seats			
Recaro ISOfix base	1674187		£78.00
RECARO Young Profi Plus - Isofix ready - birth to 13kg - various colours	1674196/1674197/1674198		£110.00
RECARO Young Expert Plus - Isofix ready -9kg to 18kg - various colours	1674199/1674200/1674201		£161.00
Protection			
Carpet Floor Mats Standard, front and rear	1526895		£31.66
Carpet Floor Mats Velours, front	1553624		£38.81
Carpet Floor Mats Velours, rear	1553626		£22.46
Rubber Floor Mats, front	1526899		£24.52
Rubber Floor Mats, rear	1526902		£15.32
Anti Slip Mat for luggage compartment	1547529		£46.00
Foldable Luggage Compartment Mat	1528333		£68.00
Mud Flaps (front & rear) *	1531631/1531632		£100.00
Safety and Emergency			
Emergency Kit: First Aid + Warning Triangle	1336752		£18.89
Emergency Kit: First Aid + Warning Triangle + Hi Visibility Vest + Gloves	1301029		£25.02
Hi visibility vest, Yellow	1378052		£6.13
First aid kit	1460218		£7.15
Warning Triangle	1440254		£6.64
Jump leads (Petrol engines)	5023562		£25.04
Jump leads (Diesel engines)	5023563		£39.22
Tow Rope, up to 2500 kg	5011184		£18.79

*Fully fitted price - available at participating dealers

[#] Must be used in conjunction with basic roof load carrier

Please refer to your Ford Dealer for details of additional accessories available within the Ford range

FordFiesta

Model Year 2011MY

Effective from 07th February 2011

The Estimated 'On the Road' prices include the following:

CO2 Emissions Band	Number Plates (Estimated) £	Gov't First Registration Fee £	Vehicle Excise Duty (VED) £	Total £
A	25.00	55.00	0.00	80.00
B	25.00	55.00	0.00	80.00
C	25.00	55.00	0.00	80.00
D	25.00	55.00	0.00	80.00
E	25.00	55.00	110.00	190.00
F	25.00	55.00	125.00	205.00
G	25.00	55.00	155.00	235.00
H	25.00	55.00	250.00	330.00
I	25.00	55.00	300.00	380.00
J	25.00	55.00	425.00	505.00
K	25.00	55.00	550.00	630.00
L	25.00	55.00	750.00	830.00
M	25.00	55.00	950.00	1030.00

The delivery charge is included in the total retail price, and is made on all models for delivery to the Dealer's premises (with the exception of the Channel Islands and the Isle of Wight where a further charge will be made). Where delivery is not made to the customer at the Dealer's premises a further charge may be made by the Dealer.

From 1st March 2001, the Vehicle Excise Duty (VED) charged on new cars is based on their engine's CO2 emissions* (expressed in grammes per kilometre (g/km)). The chart below shows the Bands and the VED which will be levied (effective 1st April 2010).

VED Band	CO2 Emissions (g/km)*	Alternative Fuel £	Petrol £	Diesel £
A	up to 100	0.00	0.00	0.00
B	101 to 110	0.00	0.00	0.00
C	111 to 120	0.00	0.00	0.00
D	121 to 130	0.00	0.00	0.00
E	131 to 140	100.00	110.00	110.00
F	141 to 150	115.00	125.00	125.00
G	151 to 165	145.00	155.00	155.00
H	166 to 175	240.00	250.00	250.00
I	176 to 185	290.00	300.00	300.00
J	186 to 200	415.00	425.00	425.00
K	201 to 225	540.00	550.00	550.00
L	226 to 255	740.00	750.00	750.00
M	Over 255	940.00	950.00	950.00

* All CO2 emissions figures in g/km are from officially approved tests under the Passenger Car Fuel Consumption Order 1983 and in accordance with EEC Directive 93/116/EC.

The CO2 emissions and fuel consumption test figures shown in the chart do not express or imply any guarantee of the emissions or fuel consumption of a car of the class in question. All the figures are based on tests conducted on vehicles with standard wheel and tyres, optional or accessory wheels and tyres may have an effect on the emissions and fuel consumption of a vehicle.

Customer Order Price Protection

Ford's Price Protection Plan means that the price you pay is the same as the price on your order, as long as you are prepared to accept delivery within three months, and in any event, as soon as your vehicle is available. Your Dealer has full details of the Plan. Ford Motor Company is not liable for changes in price caused by Government changes in tax rates or changes in other applicable legislation.

VAT

VAT is shown calculated at 20%. The total price of a vehicle, including factory-fitted options and accessories fitted by the Ford Dealer, will be subject to VAT on retail sale.

Vehicle Excise Duty

The Vehicle Excise Duty charge is applicable at the time of supply.

Price and specification changes

The prices and specifications in the publication were true and accurate at the time of printing. You should, however, check details with your Dealer, as there may have been changes in view of the Ford policy of continuous development. The right is reserved to change specification, prices and colours.

Ford Protect

Every new Ford car sold is protected by a 3-year/60,000 miles Ford Protect Classic Plan Warranty. In addition, it will also come with Ford Assistance for 1 year, providing roadside assistance in the UK and throughout Europe. You can also upgrade to a Ford Protect Premium Plan, giving you the option of scheduled servicing and extended Ford Assistance.

Premium Plan

Features:

Scheduled Servicing - Covers scheduled servicing recommended by Ford, including associated parts and labour, for the number of services applicable to your plan; replacement brake fluid (every other year); bodywork and paint check (annually); air conditioning check (at third service only) and convenience checks.

Extended Ford Assistance - roadside assistance in the UK and throughout Europe

Vehicle hire - up to £30 per day for up to 7 days

Ask your Ford Dealer for full details of the Ford Protect Premium Plans and Terms & Conditions. Alternatively, call Ford Protect Customer Services on 0870 241 6726 or visit www.ford.co.uk

Plan Length	Mileage Limit	No. of services	Classic	Premium
3 years	60,000	N/A	No-fee	
Plan Enhancements				
2 years*		2		£430.00
3 years		3		£695.00

* the no-fee warranty element of this plan applies for 3 years/60,000 miles

Please note

The length of your plan (and number of services on Premium Plans) applies from your New Vehicle Warranty commencement date, usually the date of first registration.

Time and mileage limits apply to all Ford Protect Plans

It is a condition of Ford Protect Premium Plans that your vehicle is serviced by an Authorised Ford Repairer, according to the schedules in your Ford Service Portfolio. In addition, your Ford Service History Log must be stamped and kept up-to-date.

The Ford Protect Plan is transferable so it is an added benefit to the new owner if you decide to sell your vehicle.

Prices were correct at time of printing and include VAT at 20.0%