

FORD

# FIESTA

Built in Germany by Ford-Werke, A.G., Köln.





# INTRODUCING FORD FIESTA

Europe's most successful new car in history comes to America. Imported from Germany, by Ford Division of Ford Motor Company...

Fiesta has outsold every new car nameplate ever introduced in Europe (based on a comparison of sales during the first full year)... including even the most popular cars from Fiat, Renault and Volkswagen.

Fiesta, called the *Controlled Action Car* because of its *exhilarating performance and handling*, offers import buyers:

- Front wheel traction to help even when driving on snow and ice.
- Quick acceleration (0-50 in an average of 8.8 sec./9.1 sec. for California emissions equipped models).
- Good braking (50-0 in an average of 3.3 sec.).
- Solid cornering.
- Exceptional stability for American freeways and turnpikes.
- Smooth maneuvering in urban traffic.
- Excellent gasoline mileage ratings (46 mpg highway—34 mpg city. In California, 43 mpg highway—30 mpg city)\*

Obviously impressed by Fiesta's high level of performing excellence, the tough-minded European automotive press has reacted most enthusiastically. For example:

Belgium's leading car magazine, *Groot Antwerpen*, says Fiesta is:

"A remarkable small motorcar. Handy to steer."

The automotive review in *Muenchner Merkur*, Germany's leading daily, proclaims:

"Fiesta is built for all the world markets... excellent road holding, good brakes..."

And Rome's popular daily newspaper, *Il Tempo*, says:

"Sweet and precise drive—great manoeuvrability— aerodynamics and brilliant performance are the principal characteristics of the new Fiesta but the most impressive one is the exceptional road holding together with outstanding suppleness."

Take Fiesta for a test drive today and see why it is such a success in Europe. And more. See what Fiesta's *exhilarating performance and handling* can do for you on the American road.

\*EPA Estimates. Your actual mileage may vary, according to how and where you drive, your car's condition and optional equipment.

**Front Cover:** Fiesta 3-Door Hatchback, with Decor Group Option. Shown in optional Silver ClearCoat Metallic (Code V) with optional Cast Aluminum Road Wheels. The flags depict some of the European countries in which Fiesta has achieved its history-making sales distinction.





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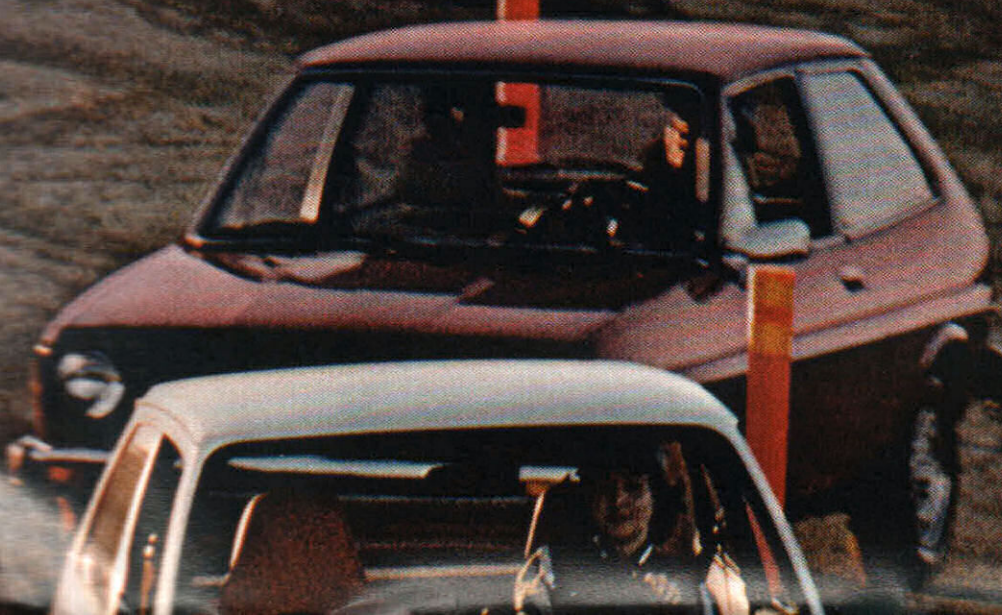
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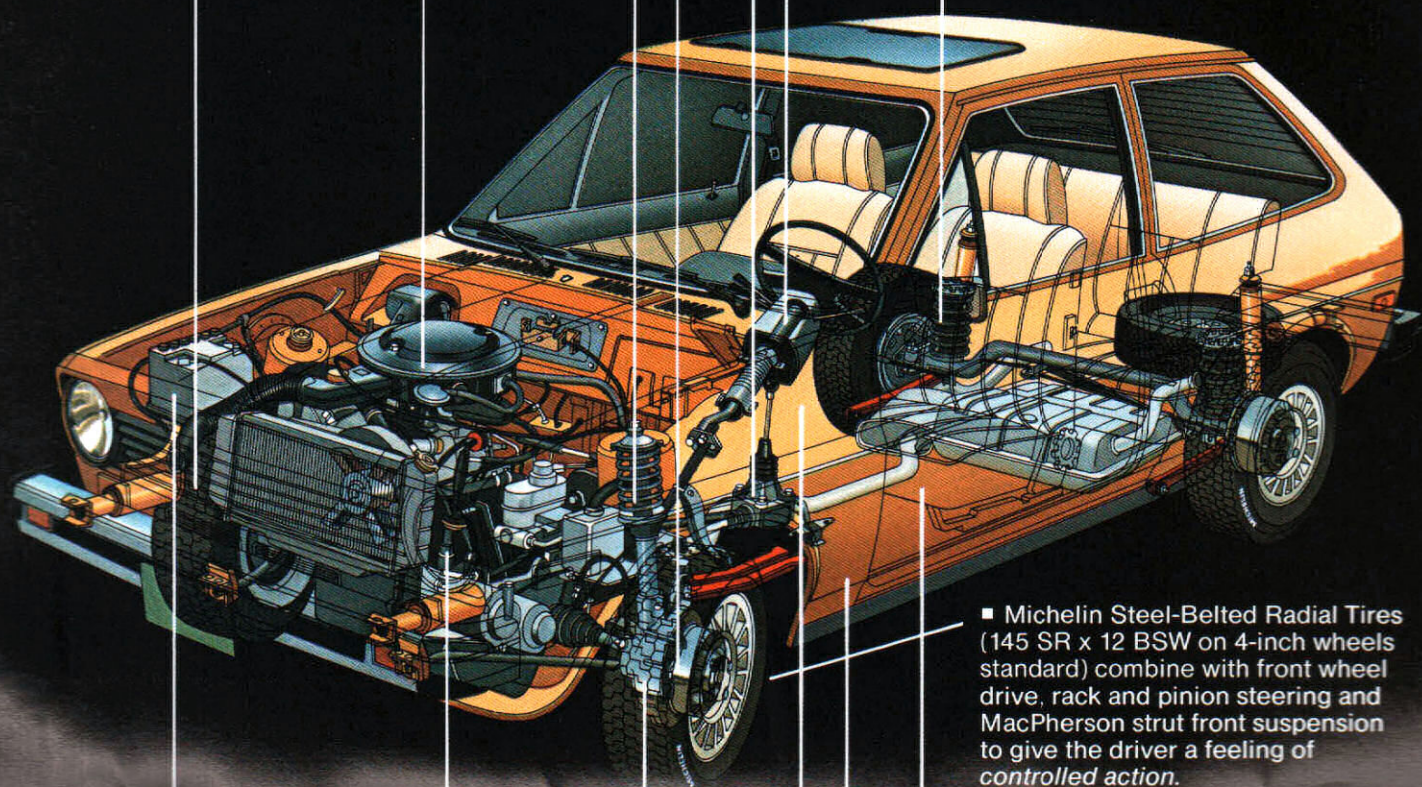


# A MASTERPIECE OF EUROPEAN ENGINEERING

Built in Germany, Fiesta embodies a scientific combination of features that result in driver benefits which are uncommon for cars in its price class:

## Engineered for controlled action

- Front wheel drive, and transverse-mounted (sideways, if you will) 1.6 litre OHV cast iron engine put more weight over the driving wheels to help improve traction, even on slippery surfaces.
- 2-bbl. Weber carburetor (the brand used in Ferrari), is precisely calibrated for proper fuel metering for more complete combustion which gives the driver responsive *action*.
- Four-speed floor-mounted manual shift, aluminum-cased transaxle is fully synchronized to smoothly control Fiesta's spirited *action*.
- Rack and pinion steering gives precise *control* in sudden maneuvers.
- Fiesta's 8.7" front disc and 7.0" rear drum brakes are diagonally linked so if *one* circuit becomes inoperative, there is still 50% braking capacity to give the driver reserve *control*.
- MacPherson strut front suspension, with *negative offset geometry* (steering axis intersects road surface *outside* tire centerline for good directional stability), helps give the driver added *control* even when braking.
- Fiesta's rear suspension utilizes a tubular steel axle, coil springs, Panhard rod and a 5-link design to maintain positive wheel *control*.



- Michelin Steel-Belted Radial Tires (145 SR x 12 BSW on 4-inch wheels standard) combine with front wheel drive, rack and pinion steering and MacPherson strut front suspension to give the driver a feeling of *controlled action*.

## Engineered for roominess and comfort

- Fiesta's unique 4-passenger design creates more back seat leg room than any other imported or domestic car of its kind (subcompacts under 100-inch wheelbase).
- A nearly flat floor (transverse engine reduces transmission hump and driveshaft tunnel) gives front and rear passengers plenty of usable leg room.

## Engineered for reliable, easy service

- Transverse-mounted engine components are easy to reach for do-it-yourself\* or dealer servicing.
- See-through translucent containers allow quick day-to-day sight check of battery, cooling system, brake and windshield washer fluid levels.
- Fiesta's fuse box is conveniently located under the driver's side of the instrument panel.
- Front disc and rear drum brakes and clutch are self-adjusting.
- Transmission, suspension, steering components and front wheel bearings do not require scheduled maintenance.
- 7500-mile (6 months) recommended service interval... after initial 1500-mile free service stop... under normal operating and driving conditions.
- Professional service is readily available at more than 5,300 Ford Fiesta Dealers conveniently located coast to coast... which is thousands more than Datsun, Toyota, Honda or VW can offer.

\*A Do-It-Yourself Service Guide, described on the back cover, is available for owners who like to do their own light repairs.

## FIESTA SPECIFICATIONS

<b>ENGINE:</b>	4-in-line, water-cooled, cast iron block and head, 1.6 litre, OHV, 5 main bearings.
Bore and Stroke	(INCHES) 3.2 x 3.1 (MM) 81 x 78 mm
Compression ratio	8.6:1
Carburetion	2-bbl. Weber (downdraft/electric choke)
Power (SAE net)	66 bhp @ 5000 rpm
Torque (SAE net)	82 lb-ft @ 3200 rpm
<b>DRIVE TRAIN:</b>	Transmission 4-speed floor-mounted manual shift, all-synchronized, aluminum-cased transaxle.
Gear ratios	4th 0.88:1 3rd 1.30:1 2nd 2.06:1 1st 3.58:1
<b>CHASSIS AND BODY:</b>	Body/Frame Unitized construction
<b>BRAKES:</b>	8.7-inch discs front; 7.0-inch drums rear—diagonally split dual system.
<b>TIRES:</b>	145 SR x 12 BSW Michelin Steel-Belted Radials (optional 155 SR x 12 WSW).
<b>WHEELS:</b>	Steel, 4.0" x 12.0" (4.5" x 12.0" included with Sport and Ghia Group, optional on others).
<b>STEERING:</b>	Rack and pinion Overall ratio: 18.62:1 Turns, lock-to-lock: 3.4 Turning circle: 30.2 feet (curb to curb)
<b>SUSPENSION:</b>	Front independent MacPherson struts with integral shock absorbers, lower control arms, compliance struts, coil springs. Rear tubular axle (rigid) on 2 trailing arms with Panhard rod, coil springs, tube shocks

<b>DIMENSIONS AND CAPACITIES:</b>	Wheelbase	90.0"	2286 MM
	Tread, front/rear	52.5"/52.0"	1334/1321 MM
	Overall length	147.1"	3736 MM
	Overall width	61.7"	1567 MM
	Overall height	52.3"	1328 MM
	Curb weight	1761 lbs.	800 KGS.
	Fuel capacity (unleaded fuel only)	10 gal.	37.8 litres
	Oil capacity	3.5 qt. (with filter)	3.25 litres
	Water capacity	7.0 qt.	6.55 litres
	Weight distribution:		
	Front/rear	1109/652 lbs.	503/296 KGS.
<b>ELECTRICAL:</b>	Battery	12 volt, 35 amp-hr	
	Polarity	Negative	
	Alternator	40 amp.	
<b>EPA ESTIMATES:*</b>	49 State	California	
	46 mpg highway	43 mpg highway	
	34 mpg city	30 mpg city	
<b>INTERIOR DIMENSIONS:</b>	Front	Rear	Front/Rear
	Head room	37.6"	36.8"
	Shoulder room	50.3"	50.0"
	Hip room	50.3"	41.2"
	Leg room	40.1"	34.3"
	Luggage capacity (to top of rear seat)	6.8 cu. ft.	176 litres
	Cargo volume	Height (top of front seat to floor)	22.7"
		Width	50.0"
		Length (back of front seat to hatch door)	43.5"
	With rear seat folded flat	29.0 cu. ft.	821.0 litres
	Underfloor storage	0.6 cu. ft.	16.9 litres

\*EPA Estimates. Your actual mileage may vary, according to how and where you drive, your car's condition and optional equipment.

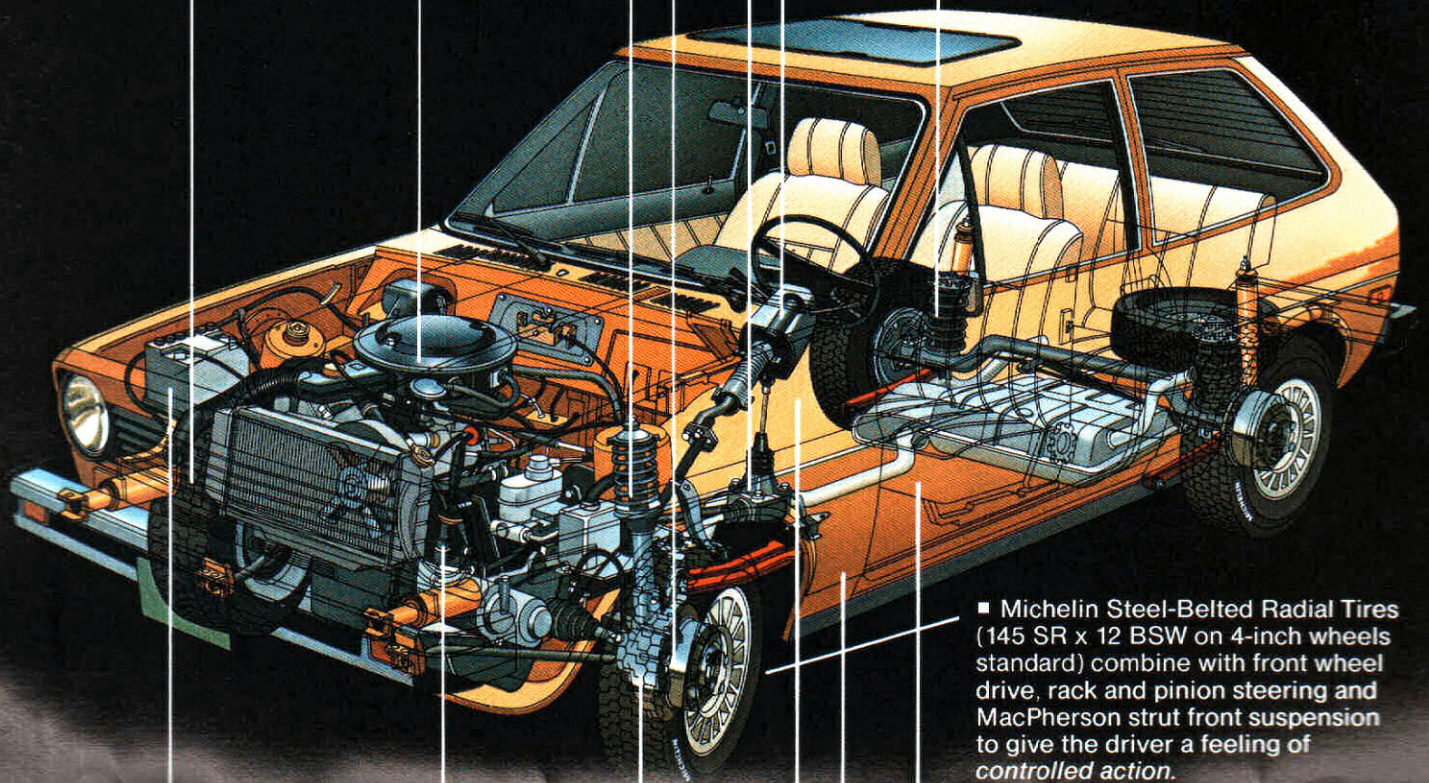


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<b>INTERIOR DIMENSIONS:</b>		Front	Rear	Front/Rear	
	Head room	37.6"	36.8"	954/935 MM	
	Shoulder room	50.3"	50.0"	1278/1270 MM	
	Hip room	50.3"	41.2"	1278/1046 MM	
	Leg room	40.1"	34.3"	1019/871 MM	
	Luggage capacity (to top of rear seat)	6.8 cu. ft.		176 litres	
	Cargo volume		Height (top of front seat to floor)	22.7"	577 MM
			Width	50.0"	1270 MM
			Length (back of front seat to hatch door)	43.5"	1105 MM
	With rear seat folded flat	29.0 cu. ft.			821.0 litres
	Underfloor storage	0.6 cu. ft.			16.9 litres

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FORD  
**FIESTA**



You have just read about some of the impressive advanced European engineering features that are an inherent part of every Fiesta.

Now, this and the following pages highlight the levels to which Fiesta goes to anticipate your individual preferences for appearance and comfort features.

**A beautiful value**

For import buyers who prefer a car that fills their basic needs in a most complimentary way, the standard Fiesta is a lot of good news.

Most notable of standard Fiesta features are:

- Concealed Storage Area Under Load Compartment Floor
- Bright Aluminum Bumpers with black rubber ends and tape stripes
- High-Back Front Bucket Seats
- All-Vinyl Upholstery (3 colors)
- Brushed Aluminum Instrument Panel Applique
- Open Glove Box
- Carpeting on passenger compartment floor
- Fold-Down Rear Seat
- Black Window Moldings all around
- Black Outside Rearview Mirror

(See back cover for a complete listing of standard Fiesta features.)

**Fiesta 3-Door Hatchback**, shown below in Beige (Code 8), with optional AM Radio, is basically a beautiful value. A single test drive will demonstrate the value of Fiesta's German heritage and its *controlled action* design.

**A. Fiesta has the control of front wheel drive** for superb traction which helps even when driving on snow and ice.

**B. Fiesta's Underfloor Storage Compartment** (0.6 cubic feet), keeps valuables covered.

**C. Unique 4-Passenger Design** creates more back seat leg room than any other imported or domestic car of its kind (subcompacts under 100-inch wheelbase).

**D. Fiesta's Interior** with High-Back front bucket seats shown in Tan (Code AW). Also available in black or orange.

**E. Control Center** for convenient operation of important driving aids is this Steering Column Mounted Triple "Stalk" Lever System: One lever on the left of the column (not shown) controls horn, turn signals, headlamp flasher and high beam. On the right (as shown), one lever controls two-speed windshield wipers and Flickwipe (standard windshield washers are foot-operated). The other lever controls parking/driving lights.

**F. Exhilarating performance and handling** is one reason why Fiesta is such a beautiful value.





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# FORD FIESTA DECOR

## An unexpected pleasure

For import buyers who wish something more than the standard Fiesta provides, the added comfort and convenience of Fiesta with Decor Group Option will be of particular interest.

It provides a range of features not usually expected in cars of its kind. Beginning with the notable features of the standard Fiesta. And adding functional extras and trim that make it even more distinctive, such as:

- Intermittent Windshield Wipers and Electric Washers
  - Electric Rear Window Defroster
  - Black Rubber Rub Strips on Bumpers
  - Package Tray behind Rear Seat
  - Sound Insulation Package
  - Low-Back Front Bucket Seats that fully recline
  - Houndstooth Cloth-and-Vinyl or All-Vinyl Upholstery (3 colors)
  - Padded Door Trim Panels with Large Armrests
  - Woodtone Appliques on Instrument Panel
  - Glove Box Door and Cigar Lighter
  - Bright Window Moldings all around
  - Bright Outside Rearview Mirror
  - Black Bodyside Tape Stripes
  - Black Rocker Panel Treatment
- (See back cover for a complete listing of all Fiesta Decor Group features.)

Fiesta 3-Door Hatchback, with Decor Group Option, shown below in Yellow (Code 9), has the added comfort and convenience features that will interest you and your family. See for yourself with a demonstration drive.

**A. Woodtone Appliques** on the one-piece instrument panel add a distinctive touch.

**B. Package Tray** for extra storage space when carrying four passengers. Lifts with the rear hatch door, or unhooks and folds out of the way when the rear seat is folded down.

**C. Fold-Down Rear Seat** provides 29.0 cubic feet of cargo space for toting bulky items. Rear Hatch Door lifts with fingertip ease. Opens clear to load floor level (just above the bumper), to make bulky cargo easy to load or unload.

**D. Fully Reclining Seats** adjust to keep you comfortable even after long hours of driving.

**Fiesta Decor Group Interior** features Houndstooth Cloth-and-Vinyl Upholstery, shown in Black-and-White (Code 1A). Also available in tan-and-black and orange-and-black. In solid color All-Vinyl, too.





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  - Black Rubber Rub Strips on Bumpers
  - Package Tray behind Rear Seat
  - Sound Insulation Package
  - Low-Back Front Bucket Seats that fully recline
  - Houndstooth Cloth-and-Vinyl or All-Vinyl Upholstery (3 colors)
  - Padded Door Trim Panels with Large Armrests
  - Woodtone Appliques on Instrument Panel
  - Glove Box Door and Cigar Lighter
  - Bright Window Moldings all around
  - Bright Outside Rearview Mirror
  - Black Bodyside Tape Stripes
  - Black Rocker Panel Treatment
- (See back cover for a complete listing of all Fiesta Decor Group features.)

Fiesta 3-Door Hatchback, with Decor Group Option, shown below in Yellow (Code 9), has the added comfort and convenience features that will interest you and your family. See for yourself with a demonstration drive.

**A. Woodtone Appliques** on the one-piece instrument panel add a distinctive touch.

**B. Package Tray** for extra storage space when carrying four passengers. Lifts with the rear hatch door, or unhooks and folds out of the way when the rear seat is folded down.

**C. Fold-Down Rear Seat** provides 29.0 cubic feet of cargo space for toting bulky items.

*Rear Hatch Door* lifts with fingertip ease. Opens clear to load floor level (just above the bumper), to make bulky cargo easy to load or unload.

**D. Fully Reclining Seats** adjust to keep you comfortable even after long hours of driving.

**Fiesta Decor Group Interior** features Houndstooth Cloth-and-Vinyl Upholstery, shown in Black-and-White (Code 1A). Also available in tan-and-black and orange-and-black. In solid color All-Vinyl, too.







Fiesta 3-Door with Decor Group Option



FORD FIESTA  
**SPORT**

**A sporting proposition**

For import buyers who demand the look, the responsiveness and the handling of an authentic performance car, the Fiesta with Sport Group Option will come as good news.

Crafted in the time-tested tradition of some of Europe's finest performance sedans, Fiesta with Sport Group Option starts with the notable features of the standard Fiesta *plus* the Decor Group Option. And adds some sporty essentials, including:

- Tachometer and Trip Odometer
  - Sports Suspension System with Rear Stabilizer Bar and Heavy-Duty Shock Absorbers
  - Extra-wide 4.5-inch Wheels for the 145 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires
  - Cadiz Cloth-and-Vinyl, or solid color All-Vinyl Upholstery (3 colors)
  - Brushed Aluminum Instrument Panel Applique
  - Sporty 4-Spoke Steering Wheel
  - "S" Bodyside Tape Stripes
  - Bright Wheel Trim Rings and Bolts
- (See back cover for a complete listing of all Fiesta Sport Group features.)

**Fiesta 3-Door Hatchback with Sport Group Option**, shown below in Orange (Code H), with optional Rear Window Wiper/Washer, is a classic example of a small car that is designed with the sport-loving driver in mind. Let Fiesta Sport demonstrate its spirit to you.

**A. Sports Suspension** includes heavy-duty shock absorbers and rear stabilizer bar. Improves steering response and reduces side sway.

**B. Sporty Instrument Panel**, accented with Brushed Aluminum Applique, features a precision Tachometer and Trip Odometer with European graphics.

**C. "S" stands for Sport.** Tape stripes, in contrasting or complementing colors, are an outward sign of the performance fun that lurks within.

**Road-gripping Michelin Steel-Belted Radials** (145 SR x 12 BSW), on Extra-Wide 4.5" Wheels help front wheel drive, transverse-mounted engine and rack and pinion steering give the driver responsive control.

**Bright Wheel Trim Rings and Bolts** enhance the sporty look of Fiesta.

**D. Fiesta Sport Group Interior** features Cadiz Cloth-and-Vinyl Upholstery, shown in Orange-and-Black (Code 1N). Also available in tan-and-black and grey-and-black. In solid color All-Vinyl, too. AM Radio shown is optional.





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**A. Sports Suspension** includes heavy-duty shock absorbers and rear stabilizer bar. Improves steering response and reduces side sway.

**B. Sporty Instrument Panel**, accented with Brushed Aluminum Applique, features a precision Tachometer and Trip Odometer with European graphics.

**C. "S" stands for Sport.** Tape stripes, in contrasting or complementing colors, are an outward sign of the performance fun that lurks within.

**Road-gripping Michelin Steel-Belted Radials** (145 SR x 12 BSW), on Extra-Wide 4.5" Wheels help front wheel drive, transverse-mounted engine and rack and pinion steering give the driver responsive control.

**Bright Wheel Trim Rings and Bolts** enhance the sporty look of Fiesta.

**D. Fiesta Sport Group Interior** features Cadiz Cloth-and-Vinyl Upholstery, shown in Orange-and-Black (Code 1N). Also available in tan-and-black and grey-and-black. In solid color All-Vinyl, too. AM Radio shown is optional.







Fiesta 3-Door with Sport Group Option



FORD FIESTA  
**GHIA**

**Simply Luxurious**

For import buyers who prefer an extra measure of luxury, the richly appointed Fiesta with Ghia Group Option will be most welcome news.

The added luxury of Fiesta with Ghia Group Option begins with the notable features of the standard Fiesta, the Decor Group Option and the Sport Group Option. Then, to provide a level of luxury normally not found in small cars, come finishing touches like these:

- Ghia Group Sound Insulation Package
- Carpeted Package Tray
- Extra-Wide 155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires for the Extra-Wide 4.5-inch wheels
- Velour Cloth Upholstery (2 colors)
- Ghia Door Trim Panels with Large Armrests and Door Storage Pockets
- Woodtone Instrument Panel Applique
- Loop-Pile Carpeting on passenger compartment floor
- Roof-Mounted Grab Handles, Seat Back Assist Straps and Map Pockets
- Day/Night Inside Rearview Mirror and Visor Vanity Mirror
- Vinyl Insert Bodyside Moldings
- Ghia Emblems and Script
- Third-Door Twist Lock

(See back cover for a complete listing of all Fiesta Ghia Group features.)

**Fiesta 3-Door Hatchback, with Ghia Group Option.** Shown below in optional Dark Red ClearCoat Metallic (Code 3), with optional Movable Vent Windows, Rear Window Wiper and Washer, and Cast Aluminum Road Wheels. Treat your family to a Fiesta Ghia drive and see for yourself how luxurious a small car can be.

**A. Third Door Twist Lock** unlocks with a key and opens the rear hatch door with a twist. Rear Window Wiper Washer is optional.

**B. Ghia Identification** says luxury.

**C. Carpeted Package Tray** adds a finished look to the interior and helps protect fragile items.

**D. Fiesta Ghia Group Interior** features Velour Cloth Upholstery, shown in Tan (Code 1W). Available in Black. Movable Vent Windows shown are optional.

**E. Woodtone Appliques** distinguish the interior. AM Radio and Air Conditioning are optional.

**F. Door Storage Pockets,** seat back Map Pockets and Assist Straps are a welcome luxury.

**G. Roof-Mounted Grab Handles** make it even easier for passengers to exit.





# FORD FIESTA GHIA

## Simply Luxurious

For import buyers who prefer an extra measure of luxury, the richly appointed Fiesta with Ghia Group Option will be most welcome news.

The added luxury of Fiesta with Ghia Group Option begins with the notable features of the standard Fiesta, the Decor Group Option and the Sport Group Option. Then, to provide a level of luxury normally not found in small cars, come finishing touches like these:

- Ghia Group Sound Insulation Package
- Carpeted Package Tray
- Extra-Wide 155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires for the Extra-Wide 4.5-inch wheels
- Velour Cloth Upholstery (2 colors)
- Ghia Door Trim Panels with Large Armrests and Door Storage Pockets
- Woodtone Instrument Panel Applique
- Loop-Pile Carpeting on passenger compartment floor
- Roof-Mounted Grab Handles, Seat Back Assist Straps and Map Pockets
- Day/Night Inside Rearview Mirror and Visor Vanity Mirror
- Vinyl Insert Bodyside Moldings
- Ghia Emblems and Script
- Third-Door Twist Lock

(See back cover for a complete listing of all Fiesta Ghia Group features.)

**Fiesta 3-Door Hatchback, with Ghia Group Option.** Shown below in optional Dark Red ClearCoat Metallic (Code 3), with optional Movable Vent Windows, Rear Window Wiper and Washer, and Cast Aluminum Road Wheels. Treat your family to a Fiesta Ghia drive and see for yourself how luxurious a small car can be.

**A. Third Door Twist Lock** unlocks with a key and opens the rear hatch door with a twist. Rear Window Wiper Washer is optional.

**B. Ghia Identification** says luxury.

**C. Carpeted Package Tray** adds a finished look to the interior and helps protect fragile items.

**D. Fiesta Ghia Group Interior** features Velour Cloth Upholstery, shown in Tan (Code 1W). Available in Black. Movable Vent Windows shown are optional.

**E. Woodtone Appliques** distinguish the interior. AM Radio and Air Conditioning are optional.

**F. Door Storage Pockets**, seat back Map Pockets and Assist Straps are a welcome luxury.

**G. Roof-Mounted Grab Handles** make it even easier for passengers to exit.







Fiesta 3-Door with Ghia Group Option



## SPECIAL FIESTA OPTIONS FOR SPECIAL NEEDS

As you have seen, Fiesta is equipped with nearly everything you could want. And especially with the added equipment included in the optional Decor Group, Sport Group, and Ghia Group, you already have the ability to tailor Fiesta to your needs. However, if you insist on something more, you should know that there are a few extra-special options available.

### APPEARANCE AND COMFORT

**A. AM Radio.** With pushbutton tuning. Precision-built by Ford to be compatible with Fiesta's electrical system, for your listening pleasure.

■ **AM/FM Stereo Radio** has two rear seat speakers—one in each quarter panel—(available early 1978. Check your dealer for details).

**B. Movable Front Vent Windows.** They permit added air movement when you need it.

**C. Air Conditioning.** It cools and dehumidifies, with five movable vents, three-speed fan, and an infinite-setting temperature control dial, to help keep you comfortable any time of the year. Requires Heavy-Duty Package.

■ **Tinted Glass**—all windows. Helps reduce uncomfortable sun glare and heat. Recommended with optional air conditioning.

**D. & E. Flip-Up Open Air Roof**—two interchangeable panels. One glass (tinted to screen out excess heat from the sun)... one steel (body color). Either panel may be opened to a vent position or removed completely for the full open-air effect. Unused panel stores in a special case, which snaps securely to the load compartment floor surface.

**F. Rear Window Wiper/Washer** helps get rid of rain and road dust for a clear view of traffic behind you.

■ **Electric Rear Window Defroster** (included with Fiesta Decor, Sport and Ghia Group Options). Helps rid rear window of vision-hampering fog, snow or ice.

**G. Load Floor Carpet.** Provides a finished look and helps protect precious cargo, too.

■ **ClearCoat Metallic Paint.** Shimmering highlights for your delight. See your dealer for color selection.

**H. Vinyl Insert Bodyside Moldings** (included with Ghia Group). Moldings help protect Fiesta's finish from annoying chips, nicks and dents in parking lot encounters.

**I. Cast Aluminum Road Wheels.** Four for the sporty look. Conventional spare.

■ **155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires** (included with Ghia Group).

■ **White Sidewall Michelin Tires** (155 SR x 12 only, on extra-wide 4.5" wheels). For an extra touch of finesse.

### FUNCTIONAL

■ **Power Front Disc Brakes.** The easy way to stop.

■ **Heavy-Duty Package.** Required with optional Air Conditioning. Includes Heavy-Duty Cooling Fan Motor, Full Fan Shroud, 55 amp. Alternator, 43 amp-hr Battery, Unique Accessory Drive Pulleys, plus 155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires, with extra-wide 4.5" wheels.

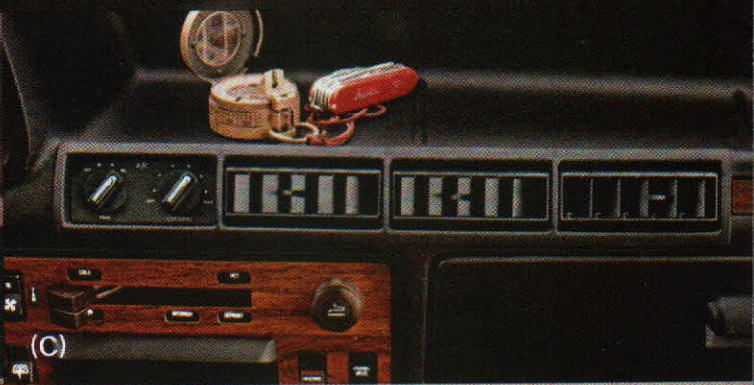
■ **California Emissions Package.** Required and only available in California.



(A)



(B)



(C)



(D)



(E)



(F)



(G)



(H)



(I)



## SPECIAL FIESTA OPTIONS FOR SPECIAL NEEDS



As you have seen, Fiesta is equipped with nearly everything you could want. And especially with the added equipment included in the optional Decor Group, Sport Group, and Ghia Group, you already have the ability to tailor Fiesta to your needs. However, if you insist on something more, you should know that there are a few extra-special options available.

### **APPEARANCE AND COMFORT**

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■ **AM/FM Stereo Radio** has two rear seat speakers—one in each quarter panel—(available early 1978. Check your dealer for details).



**B. Movable Front Vent Windows.** They permit added air movement when you need it.

**C. Air Conditioning.** It cools and dehumidifies, with five movable vents, three-speed fan, and an infinite-setting temperature control dial, to help keep you comfortable any time of the year. Requires Heavy-Duty Package.

■ **Tinted Glass**—all windows. Helps reduce uncomfortable sun glare and heat. Recommended with optional air conditioning.

**D. & E. Flip-Up Open Air Roof**—two interchangeable panels. One glass (tinted to screen out excess heat from the sun)... one steel (body color). Either panel may be opened to a vent position or removed completely for the full open-air effect. Unused panel stores in a special case, which snaps securely to the load compartment floor surface.

**F. Rear Window Wiper/Washer** helps get rid of rain and road dust for a clear view of traffic behind you.

■ **Electric Rear Window Defroster** (included with Fiesta Decor, Sport and Ghia Group Options). Helps rid rear window of vision-hampering fog, snow or ice.

**G. Load Floor Carpet.** Provides a finished look and helps protect precious cargo, too.

■ **ClearCoat Metallic Paint.** Shimmering highlights for your delight. See your dealer for color selection.

**H. Vinyl Insert Bodyside Moldings** (included with Ghia Group). Moldings help protect Fiesta's finish from annoying chips, nicks and dents in parking lot encounters.

**I. Cast Aluminum Road Wheels.** Four for the sporty look. Conventional spare.

■ **155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires** (included with Ghia Group).

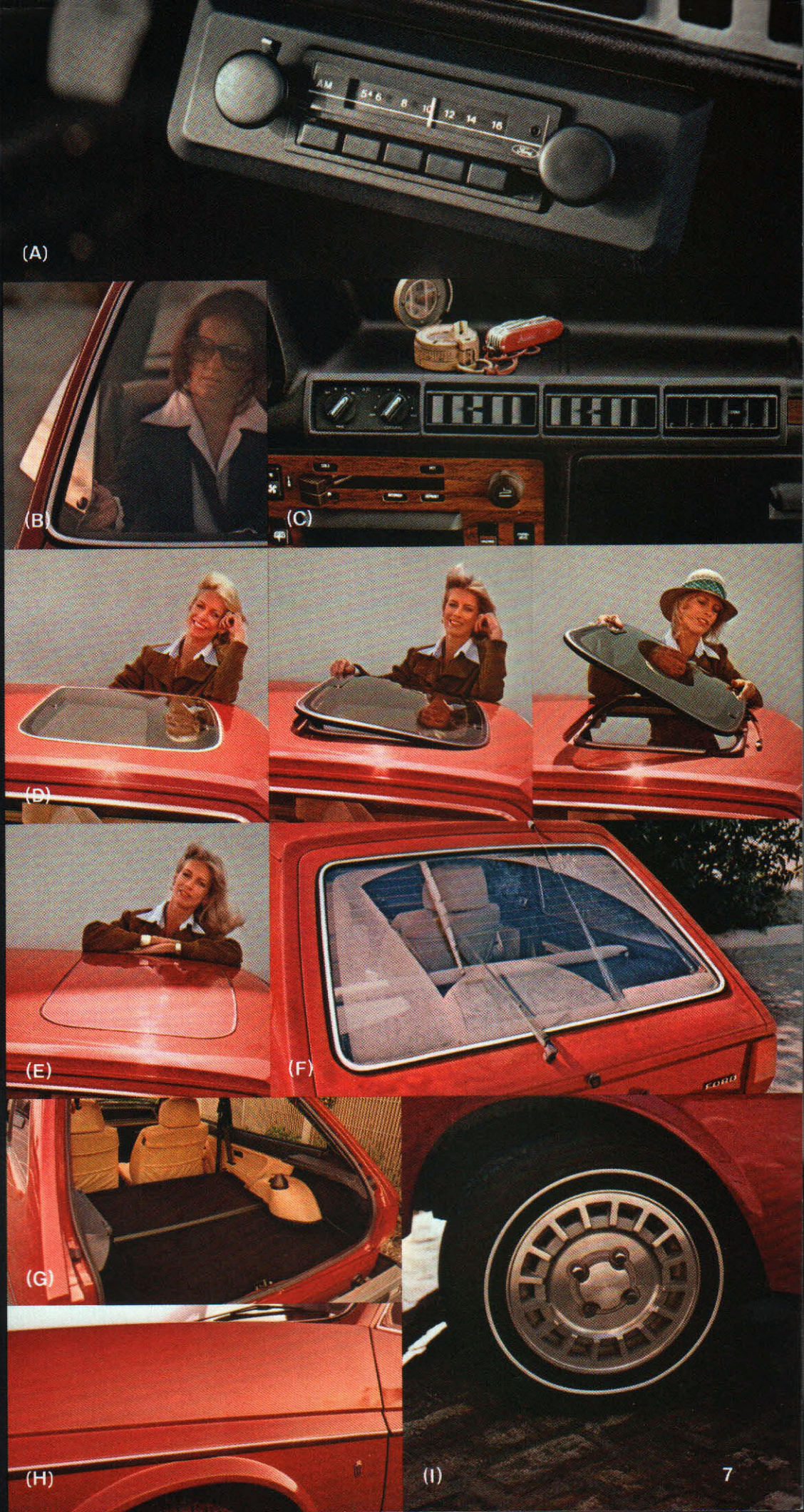
■ **White Sidewall Michelin Tires** (155 SR x 12 only, on extra-wide 4.5" wheels). For an extra touch of finesse.

#### FUNCTIONAL

■ **Power Front Disc Brakes.** The easy way to stop.

■ **Heavy-Duty Package.** Required with optional Air Conditioning. Includes Heavy-Duty Cooling Fan Motor, Full Fan Shroud, 55 amp. Alternator, 43 amp-hr Battery, Unique Accessory Drive Pulleys, plus 155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires, with extra-wide 4.5" wheels.

■ **California Emissions Package.** Required and only available in California.





## Notable Fiesta Features

### Fiesta 3-Door Hatchback

#### FUNCTIONAL

- Front Wheel Drive
- Transverse-Mounted 1.6 litre, 4-cylinder OHV Engine
- 4-speed, floor-mounted Manual Shift, fully synchronized Transaxle
- MacPherson Front Suspension
- Rack and Pinion Steering
- Front Disc Brakes
- Michelin Steel-Belted Radial Ply Tires (145 SR x 12 BSW) on 4-inch wheels
- Ram-Air Flow-Thru Ventilation
- Instrumentation—Speedometer/Odometer/Fuel Gauge/Temperature Gauge
- Warning Lights—Oil Pressure/Turn Indicators/High Beam/Generator/Brake Failure
- Inside Hood Release
- Steering Column 3-Lever System—
  1. Horn, Turn Signal, High Beam, Headlamp Flasher
  2. Wiper (2-speed), Flickwipe
  3. Parking/Driving Lights
- Foot-Operated Windshield Washer System
- Concealed Storage Area Under Luggage Compartment Load Floor
- Third Door with Gas-Assist Strut Opener and Concealed Hinges
- Front Air Dam/Rear Roof Spoiler
- Bright Aluminum Bumpers with rubber ends, accent tape stripes and integral turn signals, parking lights—front... backup lights—rear
- Bodyside Fender/Quarter Mounted Side Marker Lamps
- Lamps on each side of Third Door License Plate Bracket
- Single Round Sealed Beam Headlamps
- Corrosion-Resistant Spray-On Vinyl Coating for Rocker Panel areas (helps protect against stone pecking)
- Ford Fiesta Lifeguard Design Safety Features

#### APPEARANCE AND COMFORT

- All-Vinyl, Slide Mounted, High-Back Contoured, Front Bucket Seats
- Quick-Action, Single Fold-Down Rear Bench Seat
- Nearly Flat Passenger Compartment Floor

- Carpeting on Passenger Compartment Floor
- Brushed Aluminum Instrument Panel Applique
- Open Glove Box
- Two-Spoke Steering Wheel with FIESTA Name in Center
- Overhead Courtesy Light with Driver/Passenger Door Switches
- Black Outside Rearview Mirror
- Black Window Moldings all around
- Painted Integral Drip Rails
- Black Grille with FORD Letters on lower Driver's Side
- FORD Letters on lower Passenger's Side of Third Door
- FIESTA Letters on lower Driver's Side of Third Door with "International Flags" Decal
- Argent Road Wheels with Argent Bolts

#### Fiesta with Decor Group Option

Choose the extra comfort and convenience of the Decor Group Option and get the notable standard Fiesta features, *plus* these important additions and/or differences:

#### FUNCTIONAL

- Intermittent Windshield Wipers and Electric Washer
- Electric Rear Window Defroster
- Black Rub Strips on Bumper
- Package Tray behind rear seat
- Sound Insulation Package
- Day/Night Inside Rearview Mirror\*

#### APPEARANCE AND COMFORT

- Fully Reclining Low-Back Front Bucket Seats
- Houndstooth Cloth-and-Vinyl, or solid color All-Vinyl Seat Upholstery
- Unique Door Trim and Armrests
- Woodtone Appliques on Instrument Panel
- Cigar Lighter
- Bright Outside Rearview Mirror
- Glove Box Door
- Bodyside Tape Stripes
- Bright Window and Belt Moldings
- Black Rocker Panel Treatment

#### Fiesta with Sport Group Option

Choose the performance-oriented extras of the Sport Group Option and enjoy the notable standard Fiesta and Decor Group Option features, *plus* the following additions and/or differences:

#### FUNCTIONAL

- Tachometer and Trip Odometer
- Sports Suspension System with Rear Stabilizer Bar and Heavy-Duty Shock Absorbers
- Extra-Wide 4.5-inch Wheels for the 145 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires

#### APPEARANCE AND COMFORT

- Cadiz Cloth-and-Vinyl, or solid color All-Vinyl Seat Upholstery
- Unique Door Trim and Armrests
- Brushed Aluminum Applique on Instrument Panel
- 4-Spoke Steering Wheel
- "S" Bodyside Tape Stripes
- Bright Wheel Trim Rings and Bolts

#### Fiesta with Ghia Group Option

Choose the special luxuries of the Ghia Group Option and get the notable standard Fiesta, Decor Group Option and Sport Group Option features, *plus* these additions and/or differences:

#### FUNCTIONAL

- Ghia Group Sound Insulation Package
- Carpeted Package Tray
- Extra-Wide 155 SR x 12 BSW Michelin Steel-Belted Radial Ply Tires for the Extra-Wide 4.5-inch Wheels

#### APPEARANCE AND COMFORT

- Velour Cloth Seat Upholstery
- Loop-Pile Carpeting on Passenger Compartment Floor
- Deluxe Door Trim and Armrests
- Woodtone Appliques on Instrument Panel
- Door Storage Pockets
- Seat Back Assist Straps and Map Pockets
- Roof-Mounted Grab Handles
- Visor Vanity Mirror
- Vinyl Insert Bodyside Moldings
- Ghia Emblems and Script
- Third Door Twist Lock

\*Scheduled availability early 1978.

## Notes:

**COLOR AND TRIM CODES.** Fiesta colors and trims are coded. Example: Orange (Code H). Your Ford Fiesta Dealer will be happy to show you all your color and trim selections.

**OPTION AVAILABILITY.** Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Your Ford Fiesta Dealer will have up-to-date information on options, prices, and availability.

**DO-IT-YOURSELF SERVICE GUIDE.** Contains detailed explanations and illustrations to help you learn how to handle your own day-to-day maintenance and light-duty repairs. Refer to the Fiesta Owner's Manual for ordering information.

**ACCESSORIES BOOKLET.** Ideas for personalizing Fiesta to suit your individual or family needs are contained in a special booklet available from your Ford Fiesta Dealer. Ask him to show you how you can make Fiesta even more uniquely yours.

**PRODUCT CHANGES.** Ford Division and Ford of Germany reserve the right to change specifications at any time without incurring obligations.

**REPLACEMENT PARTS.** Ford-approved parts and Autolite Spark Plugs from Motorcraft are engineered for Ford cars and trucks. Be sure to specify the genuine article for best results.



When America needs  
a better idea,  
Ford puts it on wheels.

FORD  
FIESTA  
FORD DIVISION

