

2013 **FIESTA**



Go Further



## Irresistible. For so many reasons.

Ford Fiesta draws you in and never lets go. With bright hues like Lime Squeeze and Yellow Blaze, it's beyond colorful. Switch songs by voice alone.<sup>1</sup> Make calls without touching your phone.<sup>1</sup> Incredibly helpful. Achieve up to 40 mpg hwy.<sup>2</sup> So economical. Receive turn-by-turn driving instructions<sup>1</sup> through your speakers. Highly capable. It's such a joy to drive and spend time with that many owners actually "name" their Fiesta. That even makes it relational. Start yours today and go further in a 2013 Fiesta.

Titanium Hatchback. Race Red. Available equipment.

<sup>1</sup>Available feature. <sup>2</sup>EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package.

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Easy.



Approach Fiesta with your Intelligent Access<sup>1</sup> key tucked away in a pocket or purse, and sensors unlock your door. Just touch the handle and you're in (without having to search for any key). Then, press the brake pedal and push the start button. It's on. And you're off. It's that easy in Fiesta.

<sup>1</sup>Available feature.





## Spirited.

Fiesta delivers 120 horsepower of flat-out fun, plus highway fuel efficiency of up to 40 mpg.<sup>1</sup> Its 1.6L Ti-VCT I-4 engine deserves much of the credit. Twin independent variable camshaft timing (Ti-VCT) adds an extra measure of precision, contributing to fuel efficiency or power output as your input demands. For that extra-connected feel, the PowerShift 6-speed automatic transmission<sup>2</sup> can provide torque to the wheels 100% of the time during shifts. Because its electric motor operates only when steering assistance is required, electric power-assisted steering contributes to efficiency as well.

SE Sedan. Blue Candy Metallic Tinted Clearcoat. SFE Package. Available equipment.

<sup>1</sup>EPA-estimated 29 city/40 hwy/33 combined mpg, Fiesta SE automatic with SFE Package. <sup>2</sup>Available feature.

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## Nimble.

To help Fiesta stay sure-footed and firmly planted in the corners, a MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. “Turn-in is sharp,” says *Motor Trend*, “and the car is incredibly easy to place precisely where you want it.” Advanced electric power-assisted steering improves steering feel at low speeds and provides precise assist on the highway. In the rear, a twist-beam suspension with specially tuned shocks and spring rates deftly balances responsive handling with the need for a smooth ride. Choose from 15" or 16" wheels! Then go.

Titanium Hatchback. Yellow Blaze Metallic Tri-coat and Lime Squeeze Metallic. Available equipment.

<sup>1</sup>Available feature.

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## Connected.

### Contacts.

Through voice-activated Ford SYNC<sup>®1,2</sup> Fiesta easily connects to your phone. Once paired, the system recognizes your phone and downloads your contacts to support voice calling. Simply touch a button on the leather-wrapped steering wheel<sup>1</sup> and say things like "Call: home" or "Call: Caleb." SYNC also offers 911 Assist<sup>®</sup>, and with a SYNC Services account you get business searches, turn-by-turn driving directions, local movie times and more. Activate and personalize yours at [ford.com/sync](http://ford.com/sync). SYNC. Say the word.

### Favorites.

SYNC also allows voice-activated control of your tunes via phone, MP3, USB or iPod<sup>®</sup>. Ask for your favorite artist or playlist and SYNC responds. SYNC AppLink<sup>™3</sup> lets smartphone users control Pandora<sup>®</sup>, iHeartRadio<sup>®</sup>, Stitcher Smart Radio<sup>™</sup>, Orangatame OpenBeak and other apps by voice too. All this, in addition to a 6-month trial subscription to over 130 channels of unique content from SiriusXM Satellite Radio<sup>1</sup>



SYNC can display incoming text messages or read them out loud.<sup>4</sup>



Your information is always displayed in an easy-to-read format.

<sup>1</sup>Available feature. <sup>2</sup>Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Not all features are compatible with all phones. SYNC Services varies by trim level and model year and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. <sup>3</sup>SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software. <sup>4</sup>Not applicable to all phones.



## Impressive.

With choices you won't find anywhere else in its class,<sup>1</sup> style abounds inside Fiesta. Leather-trimmed seats<sup>2</sup> in your choice of Charcoal Black with Cashmere-colored piping, or Plum Red or Cashmere-colored with Charcoal Black piping. If that's not enough, the Race Red or Arctic White Interior Style Packages<sup>2</sup> carry their color schemes to the instrument panel and door-trim inserts. There's also heated front seats.<sup>2</sup> And ambient lighting that lets you choose from 7 hues.<sup>2</sup> All ready to impress. And since style doesn't have to take a back seat to space, Fiesta's 60/40 split rear seat folds down, opening up additional room for your gear. Pass-through access from the trunk increases that usable space even more in the sedan.

Titanium Hatchback. Charcoal Black leather-trimmed seats with Cashmere-colored piping. Available equipment.

<sup>1</sup>Class is Subcompact Cars vs. 2012 competitors. <sup>2</sup>Available feature.

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SPACE (Side Protection And Cabin Enhancement) Architecture

AdvanceTrac electronic stability control with traction control

Integrated blind spot mirrors

Ford SYNC<sup>1</sup> with 911 Assist

SOS Post-Crash Alert System™

## Protective.

It's no wonder the 2012 Fiesta earned a "Top Safety Pick" – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 2 years in a row (2011–2012).<sup>2</sup> Underneath its aerodynamic shape, high-strength and ultra-high-strength boron steel form a rigid safety cage. In slippery conditions, AdvanceTrac<sup>®</sup> electronic stability control helps you keep all 4 wheels firmly planted.<sup>3</sup> Our Personal Safety System,<sup>™</sup> front-seat side airbags and side-curtain airbags are all standard. Ford SYNC<sup>®1</sup> with 911 Assist<sup>®</sup> uses your phone to call 911, and can even give the operator an urgent message, in the event of airbag deployment or fuel pump shutoff.<sup>4</sup>



**The 7th airbag.** A first-in-class<sup>5</sup> driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.

Titanium Hatchback. Lime Squeeze Metallic. Black Sport Appearance Package. Available equipment.

<sup>1</sup>Available feature. <sup>2</sup>2013 model year not yet tested. <sup>3</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. <sup>4</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. <sup>5</sup>Class is Subcompact Cars vs. 2012 competitors.

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# Unexpected.



A long list of available features helps you create *your* Fiesta. Always on the go? Add power, heated sideview mirrors to quickly melt snow, and special interior lighting to keep things interesting while on the road. Need to activate your Vitamin D? A power moonroof lets the sun stream in. Whatever you choose, you're creating a 2013 Ford Fiesta just the way you want it.

- Power, heated sideview mirror with turn signal indicator<sup>1</sup>
- 12-volt rear powerpoint<sup>1</sup>
- Ambient lighting<sup>1</sup>
- Heated front seats, in cloth or leather<sup>1</sup>
- Power moonroof<sup>1</sup>

<sup>1</sup>Available feature.



SE Hatchback in Ingot Silver Metallic customized with hood and side window deflectors, body kit by 3dCarbon,<sup>®1</sup> black-painted Euro-style grille insert, LED parking lamps with black auxiliary lamp bezels, black "Fiesta" lower door stripe, black-painted rear roof spoiler and 16" premium Luster Nickel-painted aluminum wheels<sup>2</sup>

Sport pedals<sup>3</sup>

Remote start systems

Gear indicator shift knob by Gaslock<sup>®1,3</sup>

Rear roof spoiler

#### Exterior

- Custom graphics<sup>1</sup>
- Graphics and trim kits<sup>1</sup>
- Grille inserts
- Rear spoilers
- Splash guards
- Racks and carriers<sup>1</sup>
- Full vehicle covers<sup>1</sup>
- Locking fuel plug

#### Interior

- Interior light kit
- Door sill plates
- Cargo organizers and protectors
- Gear shift knobs<sup>3</sup>
- Ash cup/coin holder
- Carpeted and all-weather floor mats
- Appliqué kit<sup>1</sup>

#### Electronics

- Keyless entry keypad
- Vehicle security systems
- Warning sensor systems<sup>1</sup>
- Rear-seat DVD entertainment systems<sup>1</sup>

#### Wheels

- Wheel lock kit

<sup>1</sup>Ford Licensed Accessory. <sup>2</sup>Vehicle application and restrictions apply. Additional components are required. See dealer for details. <sup>3</sup>For manual transmission only.

# FIESTA Standard Features

## Mechanical

1.6L Ti-VCT I-4 engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare
Easy Fuel® capless fuel filler
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes
Suspension – Front: independent MacPherson strut
Suspension – Rear: non-independent twist-beam

## Seating

4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat
Adjustable front and rear head restraints

## Interior

3-spoke steering wheel
4" multifunctional LCD screen
12-volt front powerpoint
Air conditioning
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front carpeted floor mats
Front doors with map pocket and cupholder
Power door locks
Rear heat ducts
Tilt/telescoping steering column

## Exterior

Acoustic-laminate solar-tinted glass
Body-color door handles
Body-color upper grille (hatchback)
Quad-beam halogen headlamps
Liftgate spoiler (hatchback)
Rear-window defroster
Rear-window wiper with washer (hatchback)
Windshield wipers – Front: intermittent

## Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags <sup>1</sup> , safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
AdvanceTrac® electronic stability control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Driver's knee airbag <sup>1</sup>
Front-seat side airbags <sup>1</sup>
SecuriLock® Passive Anti-Theft System
Side-curtain airbags <sup>1</sup>
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



## Horsepower, Torque & EPA-Estimated Fuel Economy

1.6L Ti-VCT I-4 Engine	Horsepower: 120 @ 6,350 rpm	Torque (lb.-ft.): 112 @ 5,000 rpm
5-speed manual	29 city/39 hwy/33 combined mpg	
PowerShift 6-speed automatic	29 city/39 hwy/33 combined mpg	
SFE Package with PowerShift 6-speed automatic	29 city/40 hwy/33 combined mpg	

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2012/2013 competitive models (class is Subcompact Cars), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



## FIESTA Standard Features



### S Sedan/Hatchback

Equipment Group 100A  
Includes all standard features, plus:

#### Seating

Cloth seats

#### Interior

AM/FM stereo with 4 speakers (2 woofers, 2 tweeters)

Day/night rearview mirror

Driver and front-passenger sun visors

Manual windows

#### Exterior

15" steel wheels with silver-painted covers and P185/60R15 tires

Body-color 3-bar upper grille (sedan)

Body-color power sideview mirrors with integrated blind spot mirrors



### SE Sedan/Hatchback

Equipment Group 200A  
Includes select S features, plus:

#### Seating

Unique cloth seats

#### Interior

12-volt rear powerpoint

AM/FM stereo/single-CD player with MP3 capability, clock, 6 speakers (2 woofers, 2 tweeters, 2 full range) and 80 watts

Automatic locking doors (driveaway)

Cruise control

Driver and front-passenger sun visors with vanity mirrors

Ford SYNC® voice-activated, in-vehicle connectivity system and USB port with SYNC Services for Traffic, Directions and Information

Front-passenger seat back map pocket

Integrated armrest on driver's seat

Message center with trip computer

Power windows with one-touch-up/-down driver's side window feature

Rear dome light

Steering wheel-mounted audio controls

#### Exterior

Chrome 3-bar upper grille (sedan)

Full-size spare (sedan)

Power, heated sideview mirrors with integrated blind spot mirrors and turn signal indicators

Remote Keyless Entry System with integrated keyhead transmitter remotes (2)



### Titanium Sedan/Hatchback

Equipment Group 300A  
Includes select SE features, plus:

#### Seating

Heated front seats

Leather-trimmed seats

#### Interior

Ambient lighting

Auto-dimming rearview mirror

Intelligent Access with push-button start (2 key fob transmitters)

Leather-wrapped steering wheel

Rear carpeted floor mats

SiriusXM Satellite Radio with 6-month trial subscription

Upgraded door-trim inserts

#### Exterior

16" premium Luster Nickel-painted aluminum wheels with P195/50R16 tires

Anti-theft perimeter alarm

Chrome beltline and decklid moldings

LED parking lamps with chrome surrounds

Exterior Dimensions	Sedan/Hatchback
Wheelbase	98.0"
Length	173.6"/160.1"
Height	58.0"
Width – Excluding mirrors	67.8"
Width – Including mirrors	77.8"

Interior Dimensions	Front/Rear
Head room	39.1"/37.1"
Shoulder room	52.7"/49.0"
Hip room	50.6"/49.2"
Leg room	42.2"/31.2"

Capacities (cu. ft.)	
Passenger volume	85.1
Luggage capacity (sedan)	12.8
Cargo volume behind front seats (hatchback)	26.0
Cargo volume behind rear seats (hatchback)	15.4

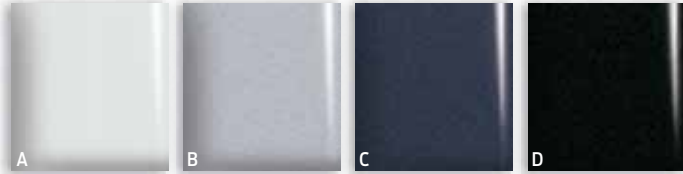
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Charcoal Black cloth trim. Light Stone inserts. Available equipment. | Sedan luggage capacity (12.8 cu. ft.) | Door map pocket with cupholder. | Power door locks switch.



# S



Exteriors	Interior
A Oxford White	1
B Ingot Silver Metallic	1
C Violet Gray Metallic	1
D Tuxedo Black Metallic	1
1 Charcoal Black Cloth with Light Stone Inserts	



15" Steel with Silver-Painted Covers Standard

## Sedan/Hatchback

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Convenience Package** includes Remote Keyless Entry System, AM/FM stereo/single-CD player with MP3 capability, and automatic locking doors (driveaway)

**Exterior Protection Package** includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only)

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill scuff plates, and leather-wrapped gear shift knob in black (manual transmission only)

### Available Options

"Fiesta" lower door stripe

Keyless entry keypad (requires Convenience Package)

PowerShift 6-speed automatic transmission (late availability)



Sedan. Oxford White. Hatchback. Tuxedo Black Metallic.

Colors are representative only. See your dealer for actual paint/trim options.



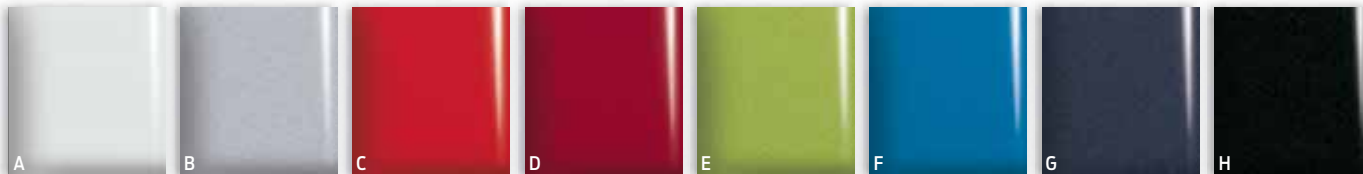
SE



Unique Light Stone cloth trim. Light Stone inserts. Available equipment. | 5-speed manual transmission shift knob. | Easy Fuel® capless fuel filler. | Hatchback cargo volume (15.4 cu. ft.).



# SE



Exteriors	Interiors		
A Oxford White	1	2	3
B Ingot Silver Metallic	1	2	3
C Race Red	1	2	
D Ruby Red Metallic Tinted Clearcoat <sup>1</sup>	1	2	
E Lime Squeeze Metallic	1	2	
F Blue Candy Metallic Tinted Clearcoat <sup>1</sup>	1	2	3
G Violet Gray Metallic	1	2	3
H Tuxedo Black Metallic	1	2	3

- 1 Unique Light Stone Cloth with Light Stone Inserts – Standard
- 2 Unique Charcoal Black Cloth with Charcoal Black Inserts – Standard
- 3 Unique Charcoal Black Cloth with Blue Inserts – Standard



15" Steel with Silver-Painted Covers  
Standard



15" Painted Aluminum  
Included with SE Appearance Package

## Sedan/Hatchback

### Available Equipment Group

Equipment Group 201A – **SE Appearance Package** includes 15" painted aluminum wheels, LED parking lamps with black surrounds, ambient lighting, leather-wrapped steering wheel, SiriusXM Satellite Radio with 6-month trial subscription, and decklid spoiler (liftgate spoiler is standard on hatchback)

### Available Packages

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Exterior Protection Package** includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only)

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill scuff plates, and leather-wrapped gear shift knob in black (manual transmission only)

**Moon & Mood Manual Package** includes power moonroof, ambient lighting, SiriusXM Satellite Radio with 6-month trial subscription, stainless steel front door-sill scuff plates, and leather-wrapped gear shift knob (requires 200A; manual transmission only)

### Smoker's Package

**Super Fuel Economy (SFE) Package** includes side air deflectors, underbody shields, lower grille blocker, P195/60R15 T-rated tires, spare wheel with wheel cap, and decklid spoiler on sedan (requires PowerShift 6-speed automatic transmission and 200A; deletes SYNC® and CD player)

### Available Options

- "Fiesta" lower door stripe
- Heated front seats
- Keyless entry keypad
- Power moonroof
- PowerShift 6-speed automatic transmission
- Rear carpeted floor mats
- Remote Start System (n/a with manual transmission)



Hatchback. Race Red. Sedan. Violet Gray Metallic.

<sup>1</sup>Additional charge.  
Colors are representative only. See your dealer for actual paint/trim options.



# Titanium



Charcoal Black leather trim. Cashmere-colored piping. Available equipment. | Race Red Interior Style Package! | Arctic White Interior Style Package!  
| Black Sport Appearance Package spoiler!



<sup>1</sup>Available feature.

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# Titanium

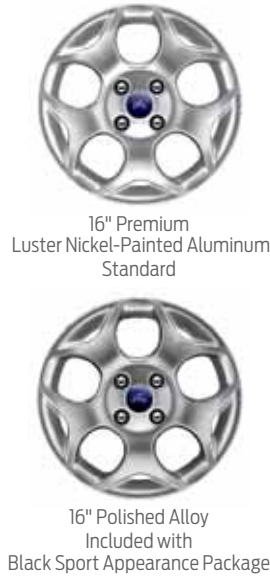


## Exteriors

	1	2	3	4	5
A Oxford White	1				
B Ingot Silver Metallic	1	2	3	4	5
C Yellow Blaze Metallic Tri-coat <sup>1</sup>	1		3		5
D Race Red	1		3	4	5
E Ruby Red Metallic Tinted Clearcoat <sup>1</sup>	1		3		5
F Lime Squeeze Metallic	1		3		5
G Blue Candy Metallic Tinted Clearcoat <sup>1</sup>	1		3		5
H Violet Gray Metallic	1		3	4	5
I Tuxedo Black Metallic	1	2	3	4	5

- 1 Charcoal Black Leather with Cashmere-Colored Piping – Standard
- 2 Plum Red Leather with Charcoal Black Piping – Standard
- 3 Cashmere-Colored Leather with Charcoal Black Piping – Standard
- 4 Charcoal Black Leather with Race Red Seating Surfaces and Perforated Inserts – Available with Race Red Interior Style Package
- 5 Charcoal Black Leather with Arctic White Seating Surfaces and Perforated Inserts – Available with Arctic White Interior Style Package

## Interiors



## Sedan/Hatchback

### Available Packages

**Arctic White Interior Style Package** includes Charcoal Black leather-trimmed seats with Arctic White surfaces and perforated inserts, Arctic White door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats, coordinated white interior finish and black leather-wrapped shift knob

**Black Sport Appearance Package** includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamps treatment; black liftgate spoiler; and black sideview mirrors, lower grille and beltline moldings (hatchback only)

**Cargo Management Package** includes cargo net and foldable soft cargo organizer

**Exterior Protection Package** includes rear bumper protector, and molded splash guards for front and rear (hatchback only)

**Illuminated Interior Accessory Package** includes illuminated front door-sill scuff plates, and gear shift knob with backlit shift pattern (manual transmission only)

**Interior Protection Package** includes black all-weather floor mats for front and rear, and cargo area protector

**Metallic Interior Accessory Package** includes stainless steel front door-sill scuff plates, and leather-wrapped gear shift knob in black (manual transmission only)

**Race Red Interior Style Package** includes Charcoal Black leather-trimmed seats with Race Red surfaces and perforated inserts, Race Red door-trim inserts, coordinated steering wheel trim, premium carpeted floor mats, coordinated red interior finish and black leather-wrapped shift knob

### Smoker's Package

### Available Options

- "Fiesta" lower door stripe
- Power moonroof
- PowerShift 6-speed automatic transmission
- Remote Start System (n/a with manual transmission)



Sedan. Blue Candy Metallic Tinted Clearcoat.  
Hatchback. Yellow Blaze Metallic Tri-coat. Black Sport Appearance Package. Available equipment.

<sup>1</sup>Additional charge.  
Colors are representative only. See your dealer for actual paint/trim options.



# QUALITY, GREEN, SAFE AND SMART.

[ford.com](http://ford.com)

**New Vehicle Limited Warranty.** We want your Ford Fiesta ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty. □ **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages. □ **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at [fordcredit.com](http://fordcredit.com). □ **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. □ **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at [fordvip.com](http://fordvip.com) for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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