



Ford Motor Company
Customer Relationship Center
P.O. Box 6248
Dearborn, MI 48121
1-800-392-3673 (FORD)
(TDD for the hearing impaired:
1-800-232-5952)

December 2010
Third Printing
Quick Reference Guide
Ford Fiesta
Litho in U.S.A.
fordowner.com
ford.ca



This Quick Reference Guide is not intended to replace your vehicle Owner's Guide which contains more detailed information concerning the features of your vehicle, as well as important safety warnings designed to help reduce the risk of injury to you and your passengers. Please read your entire Owner's Guide carefully as you begin learning about your new vehicle and refer to the appropriate sections when questions arise.

All information contained in this Quick Reference Guide was accurate at the time of duplication. We reserve the right to change features, operation and/or functionality of any vehicle specification at any time. Your Ford dealer is the best source for the most current information. For detailed operating and safety information, please consult your Owner's Guide.

BE8J 19G217 EA



INSTRUMENT PANEL

Use extreme caution when using any device or feature that may take your attention off the road. Ford recommends against the use of any hand-held device while driving and that you comply with all applicable laws. Your primary responsibility is the safe operation of the vehicle.

1 TRIP COMPUTER

Press the end of the lever to scroll through the trip computer displays which will appear in the Instrument cluster. You can scroll through:

- XXX mi – Odometer: Registers the total miles/kilometers of the vehicle.
- mi TRIP – Trip odometer: Use to register mileage of individual journeys.
- mi TO E – Distance to empty (if equipped): Indicates approximate distance the vehicle will travel on the remaining fuel.
- AVG mpg – Average fuel consumption (if equipped): Indicates your average fuel consumption since the last reset.
- AVG mph – Average speed (if equipped): Indicates the average speed calculated since the last reset.
- XXX °F – Outside air temperature (if equipped): Displays outside air temperature. Press and hold the lever to reset. Refer to your Owner's Guide for more information.

2 INDICATOR LIGHTS

Service engine soon light : Illuminates briefly when the ignition is turned on. If it remains on or is blinking after the engine is started, the on-board diagnostics system (OBD-II) has detected a malfunction. Drive in a moderate fashion and contact your authorized dealer as soon as possible.

Airbag readiness light : Illuminates briefly when the ignition is turned on. If this light fails to illuminate, remains on or continues to flash after the engine is started, contact your authorized dealer for service as soon as possible. A chime will also sound if there is a malfunction in the indicator light.

Upshift light (if equipped with a manual transmission): Illuminates when the manual transmission should be shifted to the next highest gear in order to maximize fuel efficiency.

3 POWER DOOR LOCK

Press to lock/unlock the doors. When the indicator light is illuminated, all doors and the trunk are locked. When the light is off, it indicates that one or more doors are unlocked.

4 BACKUP METHOD OF STARTING

In the event that the battery is low in your intelligent access (IA) key, or if there is excessive radio frequency interference, you can start the car by holding the IA key to the back-up location near the steering column. Then, press the ENGINE START/STOP button and brake pedal (automatic transmission) or clutch pedal (manual transmission) to start your vehicle as usual. The vehicle should respond normally as long as the IA key is held to the back-up location on the steering column. The IA key can be removed once the vehicle is started, if desired.

5 HAZARD FLASHER

6 MULTIFUNCTION DISPLAY

This display is capable of monitoring many vehicle systems and alerting you to potential vehicle problems and various conditions with informational messages. You can also program various vehicle settings (such as lane change indicator and chimes), as well as access and adjust media information. If your vehicle is equipped with SYNC®, the compass heading will be displayed also.

7 AUXILIARY INPUT JACK

Provides a way to connect and play music from your portable music player over the vehicle's speakers.

8 USB PORT (IF EQUIPPED)

If your vehicle has SYNC®, you will have a USB port. This feature allows you to plug in media playing devices, memory sticks, and also to charge devices if they support this feature. Refer to the SYNC® section of your Owner's Guide.

9 PUSH BUTTON START/STOP (IF EQUIPPED)

Push button start allows you to start your vehicle by simply pressing the ENGINE START/STOP button while pressing the brake pedal (automatic transmission) or clutch pedal (manual transmission), provided your intelligent access (IA) key is present inside the vehicle. To stop the vehicle, simply put the car in P (Park) (for automatic transmissions) or into neutral (for manual transmissions) and press the ENGINE START/STOP button.

10 MAX A/C (IF EQUIPPED)

Use to distribute recirculated air through the instrument panel vents to cool the vehicle. This mode is more economical and efficient than normal A/C mode.

11 (RECIRCULATED AIR)

Press to activate/deactivate air recirculation in the vehicle cabin. Recirculated air may reduce the amount of time to cool the interior of the vehicle and also may help reduce undesired odors from reaching the interior of the vehicle.

12 SPEED CONTROLS (ON YOUR STEERING WHEEL, IF EQUIPPED)

To set the speed:

1. Press ON.
2. Accelerate to the desired speed.
3. Press SET + and take your foot off the accelerator.
 - o To set a higher speed, press and hold SET + or press SET + repeatedly until the desired speed is reached.
 - o To set a lower speed, press and hold SET – or press SET – repeatedly until the desired speed is reached.
 - o To disengage speed control, tap the brake pedal or clutch pedal (if equipped) or press CAN.
 - o To return to a previously set speed, press RES (Resume).
 - o To turn off, press OFF or turn the vehicle off.

13 SYNC®/AUDIO CONTROLS (ON YOUR STEERING WHEEL, IF EQUIPPED)

Press to access SYNC® phone features, if equipped. Press **M** repeatedly to cycle through all available audio modes. Press to scroll through various menus and selections. Press OK to confirm your selections.

14 AMBIENT LIGHTING (IF EQUIPPED)

Press repeatedly to turn the feature on, cycle through your color options and turn the feature off. When activated, the footwell areas, cupholders and instrument panel will illuminate with the chosen color.

15 SYNC® VOICE RECOGNITION

Press to activate the SYNC® voice recognition system. Refer to the SYNC® section (if equipped) in the Entertainment Systems chapter of your Owner's Guide for more information.

16 AUXILIARY POWER POINT

Provides a power outlet for accessory plugs (only). To prevent a fuse from being blown, do not plug in an accessory requiring over 12VDC/180W.

17 PASSENGER AIRBAG INDICATOR

Illuminates when the passenger airbag has been turned off. For a complete description of when the system will turn off the indicator light and the passenger airbag, refer to the Front Passenger Sensing system in the Seating and Safety Restraints chapter of your Owner's Guide.

fiesta

2011

quick reference guide



BLIND SPOT MIRRORS

Blind spot mirrors have an integrated convex spotter mirror in the upper corner on the outside mirrors. These mirrors help increase visibility alongside the vehicle; thereby helping you see a vehicle which may be in your blind spot. As the vehicle approaches, its image will transition from the main mirror to the blind spot mirror. Refer to your Owner's Guide for more information.

SOS POST-CRASH ALERT SYSTEM™

This system provides audible and visual alarms when a crash causes the deployment of airbags or the activation of the safety belt pretensioners. The turn signals will flash and the horn will sound. The horn and lamps will turn off when you press the hazard control button or the vehicle runs out of power.

KNEE AIRBAG SYSTEM (DRIVER'S SIDE ONLY)

Located under the instrument panel, this system works along with the driver's front airbag to help reduce injury to the legs. The knee airbag system will deploy when the driver's airbag deploys in a collision. Ensure that you are properly seated and restrained to reduce the risk of death or serious injury. Refer to your Owner's Guide for more information.

ADVANCETRAC® STABILITY ENHANCEMENT SYSTEM

Your vehicle's AdvanceTrac® system is comprised of two major components - traction control which helps avoid wheel spin and loss of traction and electronic stability control which helps avoid skids or lateral slides. These components work together to help you maintain stability and steerability of your vehicle during a variety of road conditions. The system activates automatically each time the engine is started and can be turned off in the vehicle settings menu. Refer to the Multifunction Display section in the Instrument Cluster chapter of your Owner's Guide.

PERIMETER ALARM (IF EQUIPPED)

When armed, the perimeter alarm system will sound the horn and flash the park/turn lamps if unauthorized entry is attempted.

TURN SIGNAL CONTROL

Push the control up or down to the first stop to activate the right or left turn signal. When changing lanes, tap the control up or down for the turn signal to flash one or three times. For information on programming the lane change indicator, refer to Multifunction Display in the Instrument Cluster chapter of your Owner's Guide.



INTELLIGENT ACCESS KEY (IF EQUIPPED)

Intelligent access (IA) keys allow you to unlock the vehicle door(s) and start the car without using a key (provided your IA key is within approximately three feet). To unlock the driver's door, simply have the IA key within range (in your pocket or purse, for example) and press the lock button on the door handle. To start the car, have the IA key within range, press the brake pedal (automatic transmission) or clutch pedal (manual transmission) and press the ENGINE START/STOP button next to the steering wheel. The IA key also contains a mechanical key blade which can be used to unlock the driver door if the battery runs low in the transmitter. Simply press and hold the push buttons on the edge of the transmitter and remove the key blade.

INTEGRATED KEYHEAD TRANSMITTER (IKT) AND INTELLIGENT ACCESS (IA) REMOTE ENTRY ICONS

- Press once to lock all doors. If all the doors are closed the turn signal lamps will flash twice.
- Press or once to unlock the driver's door. The interior lamps will illuminate and the parking lamps will flash. Press again within three seconds to unlock all doors.
- Press twice within three seconds to open the trunk.

MOON ROOF (IF EQUIPPED)

Your moon roof has a built-in sliding shade. To open your moon roof, press the rear of the SLIDE control. If the sliding shade is closed, it will open along with the moon roof. To close, press and hold the front of the SLIDE control. To vent, press the rear of the TILT control. To close from a venting position, press and hold the front of the TILT control to close the moon roof.

HEATED OUTSIDE MIRRORS (IF EQUIPPED)

When your rear window defrost is activated, both outside mirrors will be heated to automatically remove ice, mist and fog.

HEATED SEATS (IF EQUIPPED)

Press to activate/deactivate.

ADDITIONAL FEATURES

AUDIO SYSTEM

Setting the Clock: Press the H or M buttons on the outside of the multifunction display to access the clock settings. Once you are in the clock setting, press the H or M button repeatedly until the desired number appears. Press OK to confirm and close.

Menu: Press to access features such as SIRIUS® (if equipped), SYNC® media (if equipped), SYNC® Phone (if equipped), Audio menu with Sound, DSP Occupancy, DSP Equalizer and other selections.

(Sound Menu): Press to access the sound menu and make adjustments to Treble, Bass, Fade (if equipped) and balance settings.

SIRIUS® SATELLITE RADIO (IF EQUIPPED)

Your vehicle may be equipped with satellite radio. SIRIUS® satellite radio broadcasts music, sports, news and entertainment programming. For more information and a complete list of SIRIUS® satellite radio channels, visit www.sirius.com in the United States, www.sirius-canada.ca in Canada, or call SIRIUS® at 1-888-539-7474. Satellite radio is only available with a valid SIRIUS® radio subscription.

CENTRAL LOCKING/UNLOCKING

To lock/unlock all vehicle doors from outside the vehicle:

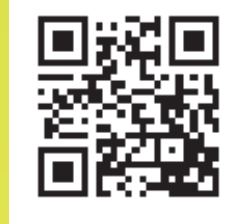
- turn the key in the driver's side door counterclockwise to lock all doors.
- turn the key clockwise once to unlock the driver's door or twice to unlock all doors.

CONVENIENCE

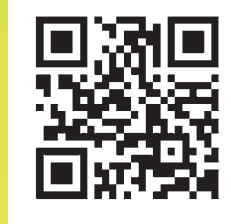
smartphone interactive.
SCAN HERE.



[facebook.com/fordfiesta](https://www.facebook.com/fordfiesta)



twitter.com/fordfiesta



fiestamovement.com
m.fordvehicles.com



flmowner.com

SYNC® (IF EQUIPPED)

Your SYNC® system has unique phone and media features which allow you to make and receive hands-free calls as well as play your media selections by artist, album, genre or similar music. You can receive Vehicle Health Reports and set up and use 911 Assist™ which can call emergency services if you have an accident. SYNC® also offers Services, (Traffic, Directions and Information) which, if activated, can provide turn-by-turn directions, access to traffic reports, sports scores and business searches. To learn more about SYNC® and to set up your profile which will allow you to use the Vehicle Health Report and the Services features, please visit www.SyncMyRide.com or refer to your Owner's Guide.

(Settings icon): This icon will illuminate in your multi-function display when you are able to access and adjust vehicle settings such as changing the language, making adjustments to the lane change indicator, turning traction control on/off, setting the clock, etc. Depending on your system, this icon will illuminate green (if equipped with SYNC®) or red (if not equipped with SYNC®). To access, press MENU on your audio system and use the arrow buttons to scroll through to the desired selection. Refer to the Multifunction Display section in your Instrument Cluster chapter for more information.

RECLINE ADJUSTMENT

Lift the control to adjust the angle of the seatback.



FUEL TANK CAPACITY/FUEL INFO

Your vehicle has a fuel tank capacity of 12.4 gallons (47 L). Use only "Regular" gasoline with an octane rating of 87. Do not use E85 fuels because your vehicle was not designed to run on fuels with more than 10% ethanol.

TIRE PRESSURE

The recommended specifications are on the Safety Compliance Certification Label or Tire Label located on the on the B-Pillar or the edge of the driver's door. As an added safety feature, your vehicle is equipped with a tire pressure monitoring system (TPMS) that illuminates a low tire pressure warning light when one or more of your tires is significantly under-inflated. Refer to the Tires, Wheels and Loading chapter in your Owner's Guide for more information.

LOCATION OF SPARE TIRE AND TOOLS

Your spare tire is located in the trunk. Remove the spare and jack by turning their tie-down bolts counterclockwise. For complete details, refer to your Owner's Guide.

ROADSIDE ASSISTANCE

Your new Ford Fiesta comes with the assurance and support of 24-hour emergency roadside assistance. Roadside assistance includes such services as: lockout assistance, limited fuel delivery, battery jump starts, changing a flat tire, towing, and winch out. To receive roadside assistance in the United States, call 1 (800) 241-3673. In Canada, call 1 (800) 665-2006.



EASY FUEL™ 'NO CAP' FUEL SYSTEM

With this system, you simply open the fuel filler door, insert the nozzle and begin fueling. Wait five seconds from the time the refueling nozzle is shut-off until the nozzle is pulled back out of the fill pipe to allow residual fuel in the nozzle to drain into the tank. This system is self-sealing and therefore protected against dust, dirt, water, snow and ice. To use a portable fuel container, slowly insert the fuel funnel (located in the spare tire compartment in your trunk), and pour the fuel into the funnel. When done, clean the funnel or properly dispose of it. Extra funnels can be purchased from your authorized dealer. Do not use aftermarket funnels as they will not work with the Easy Fuel™ system and may cause damage. Do not overfill the fuel tank.

HILL START ASSIST (AUTOMATIC TRANSMISSION ONLY, IF EQUIPPED)

Hill start assist (HSA) makes it easier to pull away when your vehicle is parked on a slope without using a parking brake. When active, this feature allows your vehicle to remain stationary on a slope for up to two to three seconds after you release the brake pedal thereby giving you time to move your foot to the accelerator and pull away. This feature is activated automatically if the sensors detect that the vehicle is on a slope.

FUEL ECONOMY TIPS

Driving style can affect fuel usage. With these tips you may be able to change a number of variables and improve your fuel economy.

- Drive Sensibly
- Keep your tires properly inflated
- Use cruise control when you can
- Don't carry more than you need. You will lose up to 1% in fuel economy per 100 lb (45 kg).
- Observe the speed limit. Speeds over 70 mph (112 km/h) decrease your overall fuel economy
- Ensure that your car is properly maintained
- Check and replace your air filter regularly
- Use the recommended grade of motor oil
- Avoid excessive idling

