

Ford raises the stakes in the compact car segment

 By [Naresh Maharaj](#)

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The all-new Ford Fiesta is set to raise the stakes in the compact car segment by building on the proud heritage of the very successful outgoing model, while lifting the benchmark significantly in terms of quality, refinement, technology and safety.

The Fiesta's widely acclaimed fun-to-drive character has been lifted to new heights, and its eye-catching new design embodies trend-setting style and sophistication.

The revolutionary interior design also takes a big step forward by delivering significant gains in space, comfort, ergonomics and technology.

"It's because we share our customers' passion for Fiesta that we've been able to take this iconic small car's lovable, fun and sporty-to-drive character to the next level," says Tracey Delate, general manager of marketing at Ford Motor Company of Southern Africa.



Globally, the Fiesta is Ford's best-selling passenger car, and the all-new model represents a bold step forward in every area, from its attractive styling to the exceptional build quality, the superb craftsmanship evident in the new interior to the unrivalled smart features, safety and technology.

Simplified, straighter lines and decluttered surfaces deliver more visual strength, while the wider grille defines the upmarket appeal of the Fiesta. Sleek headlamps offer a new wrap-around effect that is immediately recognisable as part of the all-new model's visual character. In keeping with the fresh new looks for the Fiesta, Ford has introduced two all-new metallic colour options for the range, comprising Chrome Copper and Blue Wave.

What's inside?



The user-centric Fiesta interior execution is influenced by consumer interactions with smart devices and tablets. It delivers a more spacious and premium ambience through the use of ergonomic design and soft-touch materials. The number of buttons on the centre console is reduced by almost half, with many connectivity and entertainment controls relocated to the 6.5-inch touchscreen fitted as standard on the Trend models or the 8-inch version on the Titanium incorporating SYNC3 with Navigation.

There's also a stylish new instrument cluster featuring a 4.2-inch multi-function TFT display that delivers an attractive welcome sequence on start-up. The 6.5-inch touch was a pleasure to use with my Apple phone connecting into the car system automatically.



Overall driving experience

I enjoyed a fun driving experience along the 130km route from Johannesburg to Sun City and central to the Fiesta's appeal, the all-new Fiesta remains true to the character that has delighted generations of drivers, with the sharpest, sportiest and most balanced performance yet, offering more style, more refinement, more technology, and more fun. Gear changes in the manual derivative are effortless, reaching speeds in excess of 120kmph very quickly. The car is zippy and sticks to the road.



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Ford's best-selling small car is more Fiesta than ever. Here's why:

- Contemporary new design that is more fluid and elegant – but distinctly Fiesta
- Revolutionary new interior with unprecedented quality of materials, craftsmanship and cutting-edge technologies
- Fun-to-drive character enhanced with new suspension, improved safety
- SYNC3 connectivity supported by floating high-definition touchscreens up to 8-inches, navigation on Titanium models

Here's a price breakdown

Recommended retail prices are as follows:

- Fiesta 1.0 EcoBoost Trend 6MT: R261,900
- Fiesta 1.0 EcoBoost Trend 6AT: R277,300
- Fiesta 1.5 TDCi Trend 6MT: R292,500
- Fiesta 1.0 EcoBoost Titanium 6MT: R295,900
- Fiesta 1.0 EcoBoost Titanium 6AT: R310.600

All models come standard with Ford Protect, comprising a four-year/120 000km comprehensive warranty, three-year/unlimited distance roadside assistance and five-year/unlimited km corrosion warranty. A four-year/60,000km service plan is included, with 15,000km service intervals.

ABOUT NARESH MAHARAJ

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