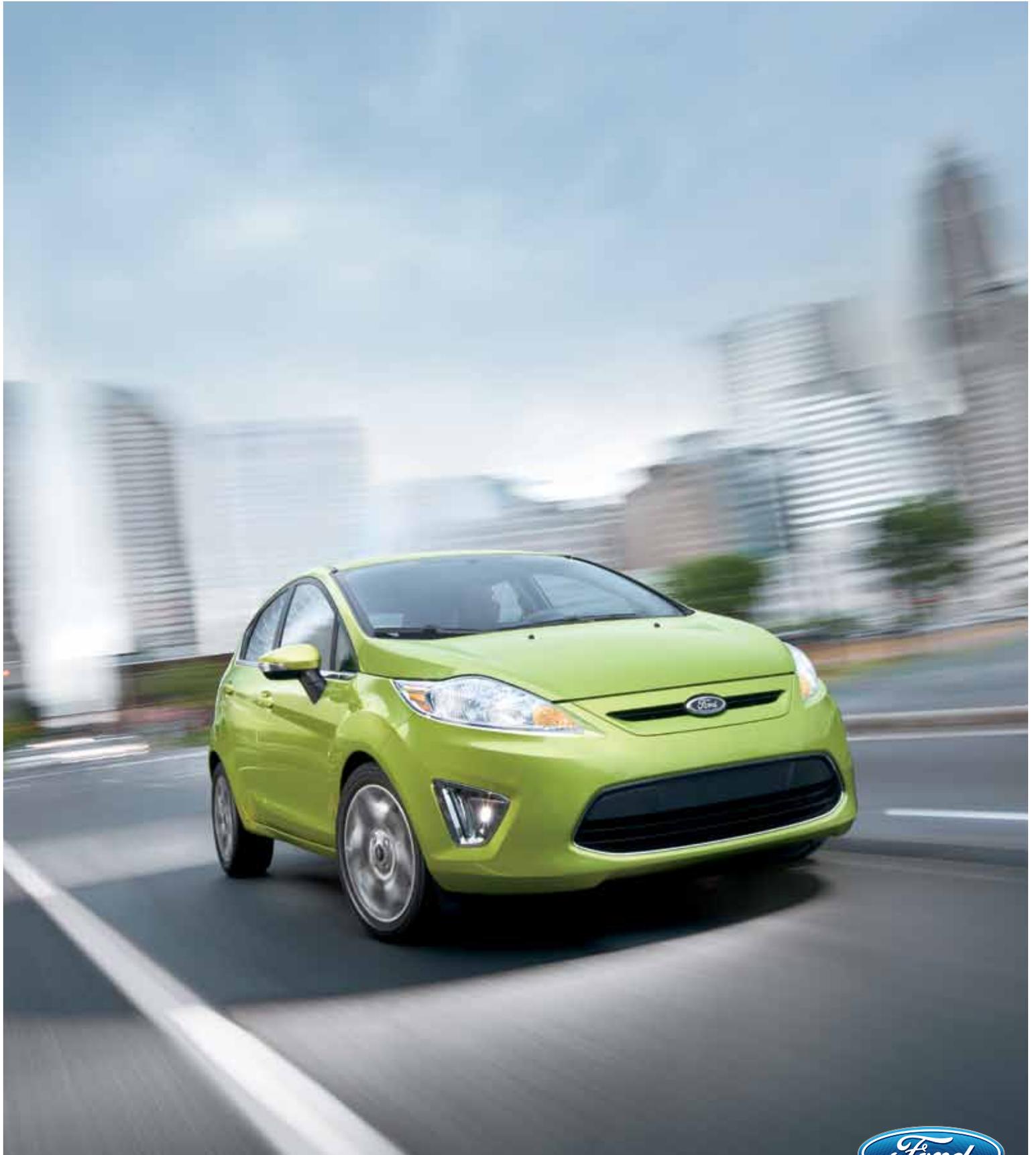


2012 **FIESTA**



Drive one.



Delivers smiles like no other car in its class.

With bright colours like Red Candy and Yellow Blaze, it's easy to see why. As the small car in the Ford lineup, the 2012 Ford Fiesta is big on surprises. It can help you make and take calls without touching your phone,¹ and switch songs while your MP3 player is tucked away.¹ Operate those systems with 5-way controls on the steering wheel,¹ plus enjoy the peace of mind from 7 standard airbags, including one that protects the driver's knees. Are you starting to grin? Available in hatchback or sedan, Fiesta is such a joy to drive that many owners actually name theirs. To feel it yourself, drive one today.

SES Hatchback. Red Candy Metallic Tinted Clearcoat. Available equipment.

¹Available feature.



Drive one.

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4.9L/100 km HWY | **58 MPG¹**
6.8L/100 km CITY | **41 MPG¹**



Makes the most of every drop of gas.

Fiesta delivers highway fuel efficiency of 4.9L/100 km (58 mpg),¹ along with 6.8L/100 km (41 mpg) in the city. Much of the credit goes to its 120-hp, 1.6L Ti-VCT Duratec® 4-cylinder engine. Twin independent variable camshaft timing (Ti-VCT) helps improve peak power, optimizes cold-start operation, delivers gains in low-speed torque and contributes to fuel efficiency. For that extra-connected feel, a PowerShift 6-speed automatic transmission² can provide torque to the wheels 100% of the time during shifts. Electric power-assisted steering contributes to its incredible efficiency as well.

SEL Sedan. Blue Candy Metallic Tinted Clearcoat. Available equipment.
SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment.

¹Optional Super Fuel Economy (SFE) Package and PowerShift automatic transmission. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary. ²Available feature.



Drive one.

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Screams in the corners, and even at a standstill.



In Fiesta, every drive is an adventure. Cruising the straightaway. Hugging the corners. And drawing admiring glances along the way. To help Fiesta stay sure-footed and firmly planted in the corners, its MacPherson-strut front suspension features specially tuned dampers, spring rates and bushings – along with a 22-mm stabilizer bar. 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 get out and go.

SES Hatchback. Yellow Blaze Metallic Tri-coat. Available equipment.

¹Available feature.



Drive one.

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Leather, lighting and so much more.

With choices you won't find anywhere else in its class, style abounds inside Fiesta. Cloth seating is standard, or choose leather-trimmed seats¹ in Charcoal Black with Cashmere-coloured piping, or Plum Red or Cashmere-coloured with Charcoal Black piping. If that's not enough, the new Red and Black or White and Black Interior Upgrade Packages¹ carry their colour schemes to the instrument panel and door-trim panels. There are also heated front seats¹ and ambient lighting that lets you choose from 7 hues.¹ 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.

SES Hatchback. Leather-trimmed seats in Charcoal Black with Cashmere-coloured piping. Available equipment.

¹Available feature.



Drive one.

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Keeps you connected to your world.

Hands-free calls and music.

No more searching for your phone or media player. No device on your ear. With voice-activated Ford SYNC,¹ you just touch a button on the steering wheel and say things like "Call Melissa," or "Play genre: Pop." Once paired, the system recognizes your phone and automatically transfers your contacts to support voice calling. SYNC also includes 911 Assist.TM

Boundless entertainment.

Sirius[®] Satellite Radio² comes with a 6-month prepaid subscription. Surf up to 120 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment – all across Canada.



With Ford SYNC, you can have incoming text messages displayed or read out loud.³



On-screen icons let you know what's happening.



Information is always displayed in an easy-to-read format.

¹Available feature. Some mobile phones and some digital media players may not be fully compatible. 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. SYNC voice recognition available in English, French and Spanish. ²Available feature. Sirius Satellite Radio subscriptions sold after prepaid period expires. Subscriptions are governed by Sirius Customer Agreement; see sirius.ca. ³Not applicable to all phones.



Drive one.

2012 **FIESTA** ford.ca



The 7th airbag.

A first-in-class driver's knee airbag, which inflates between the knees and the instrument panel in a crash, gives Fiesta 7 airbags.



Takes a comprehensive approach to safety.

Masters challenging moments.

Our standard AdvanceTrac® ESC (electronic stability control)¹ with brake-actuated traction control automatically enhances vehicle control in wet or slippery conditions.

Personalizes your protection.

Our advanced Personal Safety System™ uses sensors to optimize deployment of the dual-stage front airbags in certain frontal collisions. Front-seat side airbags and side-curtain airbags help protect both head and chest in certain side-impact collisions. And a driver's knee airbag helps cushion that area as well. That's 7 standard airbags.

Surrounds you with strength.

SPACE (Side Protection And Cabin Enhancement) Architecture utilizes a hydroformed cross-car beam between the door frames, strengthening the passenger compartment.

Clears up blind spots.

Each standard sideview mirror features an integrated convex blind spot mirror that helps alert you to vehicles and objects nearby so you can avoid them.

Sends an SOS for you.

Our SOS Post-Crash Alert System™ can automatically flash the hazard lights and sound the horn after an airbag has deployed or a safety belt pretensioner has activated in certain collisions.²

Directly contacts 911.

Ford SYNC®³ with 911 Assist™ uses your paired mobile phone to call 911 in the event of a crash that results in airbag deployment or fuel pump shutoff.⁴ If needed, it can even give the operator an urgent message for you.

SES Hatchback. Lime Squeeze Metallic. Available equipment.

¹Remember 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. ²SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. ³Available feature. ⁴The 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.



Drive one.

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Lots of ways to make it yours.



In addition to versatile standards that make your life easier, a long list of optional features helps you create a Fiesta that addresses your needs. Always on the go? Add power, heated sideview mirrors¹ to quickly melt snow, and Intelligent Access with push-button start¹ for completely keyless entry. Need to activate your Vitamin D? Then add a power moonroof¹ to let the sun stream in. Whatever you choose, you're creating the Fiesta you want, just the way you want it.

Power, heated sideview mirror with turn signal indicator¹

12-volt rear powerpoint¹

Push-button start¹

Heated front seats, in cloth or leather¹

Power moonroof¹

¹Available feature.



Drive one.

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SE Hatchback in Oxford White customized with body kit by 3dCarbon,^{®1} black-painted Euro-style grille insert, LED supplemental parking lamps with black auxiliary lamp bezels, black "Fiesta Tattoo" graphics kit, smoked hood and side window deflectors, roof-mounted crossbars by THULE,^{™1} rear roof spoiler, 16" premium Luster Nickel-painted aluminum wheels² and chrome-plated wheel lock kit

Armrest by Polytec FOHA¹

Remote start system

Rear bumper and cargo area protectors

Sport pedals³

Electronics

Keyless entry keypad

Vehicle security systems

Parking assist systems¹

Interior

Interior light kit

Illuminated door sill plates

Cargo organizers and protectors

Gear shift knobs³

Ash cup/coin holder

Exterior

LED parking lamps and bezels

Splash guards

Racks and carriers¹

Full vehicle covers¹

Locking fuel plug

Wheels

16" premium Luster Nickel-painted aluminum wheels²

Wheel lock kit

¹Ford Licensed Accessory. ²Vehicle application and restrictions apply. Additional components are required. See your Ford of Canada Dealer for details. ³Only available on manual transmission-equipped vehicles.

FIESTA Standard Features

Mechanical

1.6L Ti-VCT Duratec® 4-cylinder engine
5-speed manual transmission
Anti-Lock Brake System (ABS)
Compact spare wheel and tire
Electric power-assisted steering
Front-wheel drive (FWD)
Power front disc/rear drum brakes

Seating

5-person seating
4-way manual driver's seat
2-way manual front-passenger seat
60/40 split-fold rear seat backs
Adjustable front and rear outboard head restraints
Cloth seats

Interior

12-volt powerpoint (1)
3-spoke steering wheel
4" multifunctional LCD screen
Auxiliary audio input jack
Cupholders (5 front, 1 rear)
Front carpeted floor mats
Power door locks
Tilt/telescoping steering column

Exterior

Acoustic-laminate solar-tinted glass
Body-colour door handles
Easy Fuel® capless fuel filler
Intermittent windshield wipers
Quad-beam halogen headlamps
Rear-window defroster

Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags,¹ 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® ESC (electronic stability control)
Belt-Minder™ front safety belt reminder
Child-safety rear door locks
Driver's knee airbag¹
Front-seat side airbags¹
Side-curtain airbags¹
SecuriLock® Passive Anti-Theft Engine Immobilizer System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



S Sedan

Equipment Group 100A
Includes all standard features, plus:

Interior

AM/FM stereo with 4 speakers
Day/night rearview mirror
Driver and front-passenger sun visors
Manual windows

Exterior

3-bar body-colour grille with lower chrome surround
15" steel wheels with covers with P185/60R15 tires
Power sideview mirrors with integrated blind spot mirrors



SE Sedan

Equipment Group 200A
Includes select S features, plus:

Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Air conditioning
Automatic locking doors (driveaway)
Driver and front-passenger sun visors with vanity mirrors
Front-passenger seat back map pockets
Integrated armrest on driver's seat
Message centre with trip computer
Power windows with one-touch-up/-down driver's side window feature
Rear dome light
Unique cloth seats

Exterior

3-bar chrome grille
Remote Keyless Entry System

Horsepower, Torque & Estimated Fuel Consumption Ratings²

1.6L Duratec I-4 Engine	Horsepower: 120 @ 6,650 rpm	Torque (lb.-ft.): 112 @ 5,000 rpm
5-speed Manual	6.9L/100 km city and 5.1L/100 km hwy (41 mpg city and 55 hwy)	
PowerShift 6-speed Automatic	6.9L/100 km city and 5.1L/100 km hwy (41 mpg city and 55 hwy)	
SFE Package with PowerShift		
6-speed Automatic	6.8L/100 km city and 4.9L/100 km hwy (41 mpg city and 58 hwy)	

¹Always wear your safety belt and secure children in the rear seat. ²Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary.



Drive one.

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FIESTA Standard Features



SE Hatchback

Equipment Group 200A
Includes select S features, plus:

Interior

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers

Air conditioning

Automatic locking doors (driveaway)

Driver and front-passenger sun visors with vanity mirrors

Front-passenger seat back map pockets

Integrated armrest on driver's seat

Message centre with trip computer

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

Rear dome light

Unique cloth seats

Exterior

Body-colour grille

Rear spoiler

Rear window wiper

Remote Keyless Entry System



SEL Sedan

Equipment Group 300A
Includes select SE features, plus:

Interior

12-volt rear powerpoint

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Ford SYNC® voice-activated, in-vehicle connectivity system with USB input

Heated front seats

Leather-wrapped steering wheel

Premium Sound System with 6 speakers and 80 watts

Rear carpeted floor mats

Sirius Satellite Radio with 6-month prepaid subscription

Steering wheel-mounted audio controls

Exterior

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

Chrome beltline and decklid mouldings

LED parking lamps with chrome surrounds

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



SES Hatchback

Equipment Group 300A
Includes select SE features, plus:

Interior

12-volt rear powerpoint

Ambient lighting

Auto-dimming rearview mirror

Cruise control

Ford SYNC voice-activated, in-vehicle connectivity system with USB input

Heated front seats

Leather-wrapped steering wheel

Premium Sound System with 6 speakers and 80 watts

Rear carpeted floor mats

Sirius Satellite Radio with 6-month prepaid subscription

Steering wheel-mounted audio controls

Exterior

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

Chrome beltline and decklid mouldings

LED parking lamps with chrome surrounds

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

Exterior Dimensions mm (in.)	Sedan/Hatchback
Wheelbase	2,489 (98.0)/2,489 (98.0)
Length	4,409 (173.6)/4,067 (160.1)
Height	1,473 (58.0)/1,473 (58.0)
Width – Excluding mirrors	1,722 (67.8)/1,722 (67.8)
Width – Including mirrors	1,976 (77.8)/1,976 (77.8)

Interior Dimensions mm (in.)	Sedan/Hatchback
Front head room	993 (39.1)/993 (39.1)
Front shoulder room	1,339 (52.7)/1,339 (52.7)
Front leg room	1,072 (42.2)/1,072 (42.2)
Rear head room	942 (37.1)/945 (37.2)
Rear shoulder room	1,245 (49.0)/1,245 (49.0)
Rear leg room	792 (31.2)/792 (31.2)

Capacities litres (cu. ft.)	Sedan/Hatchback
Seating	5/5
Passenger volume	2,410 (85.1)/2,410 (85.1)
Luggage volume	363 (12.8)/–
Cargo volume behind 2nd row	–/435 (15.4)
Total interior volume	2,772 (97.9)/2,846 (100.5)
Fuel capacity (litres)	45.4/45.4





Charcoal Black cloth with Light Stone inserts and available equipment. | 363 litres (12.8 cu. ft.) of luggage capacity. | Door map pocket with cupholder.
 | Power door locks switch.



S

Sedan

Available Packages

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

Available Options

PowerShift 6-speed automatic transmission

Engine block heater

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection

Exteriors

Oxford White

Ingot Silver Metallic

Violet Grey Metallic¹

Black

Interior

1

1

1

1

Exterior Colours



Oxford White



Ingot Silver Metallic



Violet Grey Metallic¹



Black



Interior Colour

Charcoal Black Cloth with Light Stone inserts



15" Steel with Covers Standard



Oxford White.

¹Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.



Drive one.

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Light Stone cloth trim with available equipment. | 5-speed manual transmission shift knob. | Easy Fuel® capless fuel filler. | Hatchback luggage capacity.



Drive one.

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Sedan+Hatchback

Available Equipment Groups

Equipment Group 201A – **SYNC® & Sound Package** includes Ford SYNC, 12-volt rear powerpoint, secondary audio controls, unique floor console with USB input, and Premium Sound System with 6 speakers and 80 watts

Equipment Group 202A – **Sport Appearance Package** includes 15" painted aluminum wheels, LED parking lamps with black surrounds, cruise control, and decklid spoiler (liftgate spoiler is standard on hatchback)

Equipment Group 203A includes contents of 201A and 202A

Available Packages

Exterior Protection Package includes rear bumper protector, and moulded front and rear splash guards

Sirius Satellite & Ambient Lighting Package includes Sirius Satellite Radio with 6-month prepaid subscription and ambient lighting (available only with 201A or 203A)

Super Fuel Economy (SFE) Package includes side air deflectors, underbody shields, lower grille blocker, cruise control, P195/60R15 T-rated tires, spare wheel with wheel cap, and rear spoiler on sedan (requires PowerShift 6-speed automatic transmission; available only with 200A or 201A)

Tattoo Graphics Package

Winter Package includes heated front seats and heated sideview mirrors

Available Options

Engine block heater

Keyless entry keypad

Power moonroof

PowerShift 6-speed automatic transmission

Remote start system

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection

Exteriors

	Interiors		
	1	2	3
Oxford White	1	2	3
Ingot Silver Metallic	1	2	3
Race Red	1	2	
Red Candy Metallic Tinted Clearcoat ^{1,2}	1	2	
Lime Squeeze Metallic	1	2	3
Blue Candy Metallic Tinted Clearcoat ¹	1	2	3
Violet Grey Metallic ²	1	2	3
Black	1	2	3



15" Steel with Covers Standard



15" Painted Aluminum Included with Sport Appearance Package

Exterior Colours



Interior Colours



Hatchback. Race Red. Sedan. Violet Grey Metallic with available equipment.

¹Additional charge. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.



Drive one.

2012 **FIESTA** ford.ca

SEL+SES



SEL. Charcoal Black leather trim with Cashmere-coloured piping and available equipment. | Red and Black Interior Upgrade Package.¹ | White and Black Interior Upgrade Package.¹ | Premium Sport Appearance Package spoiler.¹



¹Available feature.



Drive one.

2012 FIESTA ford.ca

SEL+SES

SEL Sedan+SES Hatchback

Available Packages

Exterior Protection Package includes rear bumper protector, and moulded front and rear splash guards

Premium Exterior Upgrade Package includes 16" polished alloy wheels; LED parking lamps with black surrounds; darkened headlamp treatment; and black sideview mirrors, lower grille, beltline moulding and rear spoiler

Red and Black Interior Upgrade 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 with red trim, coordinated red interior finish, and leather-wrapped shift knob

Tattoo Graphics Package

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

Available Options

Engine block heater

Keyless entry keypad

Intelligent Access with push-button start and perimeter alarm

Leather-trimmed seats with contrast piping and upgraded door inserts

Power moonroof

PowerShift 6-speed automatic transmission

Remote start system

Available Ford Custom Accessories

Visit your Ford of Canada Dealer to shop the complete collection

Exteriors

	1	2	3	4	5	6	7
Oxford White	1	2	3	4	5	6	7
Ingot Silver Metallic	1	2	3	4	5	6	7
Yellow Blaze Metallic Tri-coat ¹	1		3		5		7
Race Red	1		3		5	6	7
Red Candy Metallic Tinted Clearcoat ^{1,2}	1		3		5		7
Lime Squeeze Metallic	1		3		5		7
Blue Candy Metallic Tinted Clearcoat ¹	1	2	3		5		7
Violet Grey Metallic ²	1	2	3		5	6	7
Black	1	2	3	4	5	6	7

Interiors



16" Premium Painted Aluminum Standard



16" Polished Alloy Included with Premium Exterior Upgrade Package

Exterior Colours

	Oxford White
	Ingot Silver Metallic
	Yellow Blaze Metallic Tri-coat ¹
	Race Red
	Red Candy Metallic Tinted Clearcoat ^{1,2}
	Lime Squeeze Metallic
	Blue Candy Metallic Tinted Clearcoat ¹
	Violet Grey Metallic ²
	Black

Interior Colours

	1 Unique Charcoal Black Cloth with Charcoal Black Inserts Standard
	2 Unique Charcoal Black Cloth with Blue Inserts Standard
	3 Charcoal Black Leather with Cashmere-Coloured Piping Optional
	4 Plum Red Leather with Charcoal Black Piping Optional
	5 Cashmere-Coloured Leather with Charcoal Black Piping Optional
	6 Charcoal Black Leather with Race Red Seating Surfaces and Perforated Inserts Available with Red and Black Interior Upgrade Package
	7 Charcoal Black Leather with Oxford White Seating Surfaces and Perforated Inserts Available with White and Black Interior Upgrade Package



Sedan. Blue Candy Metallic Tinted Clearcoat. Hatchback. Yellow Blaze Metallic Tri-coat. Premium Exterior Upgrade Package.

¹Additional charge. ²Late availability.

Colours are representative only. See your Ford of Canada Dealer for actual paint/trim options.



Drive one.

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QUALITY, GREEN, SAFE AND SMART.



Our commitment to you: Peace-of-Mind Protection

● Basic Coverage: 3 years/60,000 km ● Powertrain Limited Warranty: 5 years/100,000 km ● Corrosion Warranty: 5 years/unlimited distance ● Roadside Assistance: 5 years/100,000 km

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit ford.ca.

Ford Extended Service Plan. Help protect your investment and add to your peace of mind by complementing your vehicle purchase or lease with a Ford Extended Service Plan (ESP). Ford ESP protects you against unexpected repair costs after your New Vehicle Basic Warranty expires by covering many vehicle components. Enjoy the drive even more by complementing your ESP with a prepaid maintenance plan, which covers all required scheduled maintenance for your vehicle, plus 8 wear items. See your Ford of Canada Dealer for details. □ **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 local Ford of Canada Dealer for details or check us out at fordcredit.ca. □ **Genuine Ford Accessories.** Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details. □ **Ford Licensed Accessories (FLA)** are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer. □ **For prompt, courteous answers to your questions: Ford Customer Relationship Centre 1-800-565-3673; Ford Credit Customer Service Centre: 1-877-636-7346.**

Competitive comparisons are based on 2011/2012 competitive models, publicly available information and Ford data at the time of printing of the 2012 original printed version. 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 publication of the 2012 original printed brochure, 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 of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.



Drive one.