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It's a pretty big deal.

Ford Motor Company  
Customer Relationship Center  
1-800-392-3673 (FORD)  
(TDD for the hearing impaired:  
1-800-232-5952)  
fordowner.com

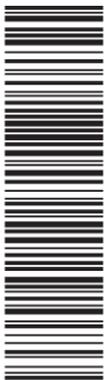
Ford of Canada's Customer  
Relationship Centre  
1-800-565-3673  
ford.ca

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Quick Reference Guide  
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# fiesta

This Quick Reference Guide is not intended to replace your vehicle Owner's Manual 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 Manual 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 Manual.



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#### Warning

Driving while distracted can result in loss of vehicle control, accident and injury. Ford Motor Company strongly recommends that drivers use extreme caution when using any device or feature that may take their focus off the road. Your primary responsibility is the safe operation of the vehicle. We recommend against the use of any hand-held device while driving, encourage the use of voice-operated systems when possible and that you become aware of applicable state and local laws that may affect use of electronic devices while driving.

#### Learn How To SYNC® Your Ride.

SYNC is a voice-activated technology personalized by you. It is a hands-free, voice recognition system used for entertainment, information and communication.

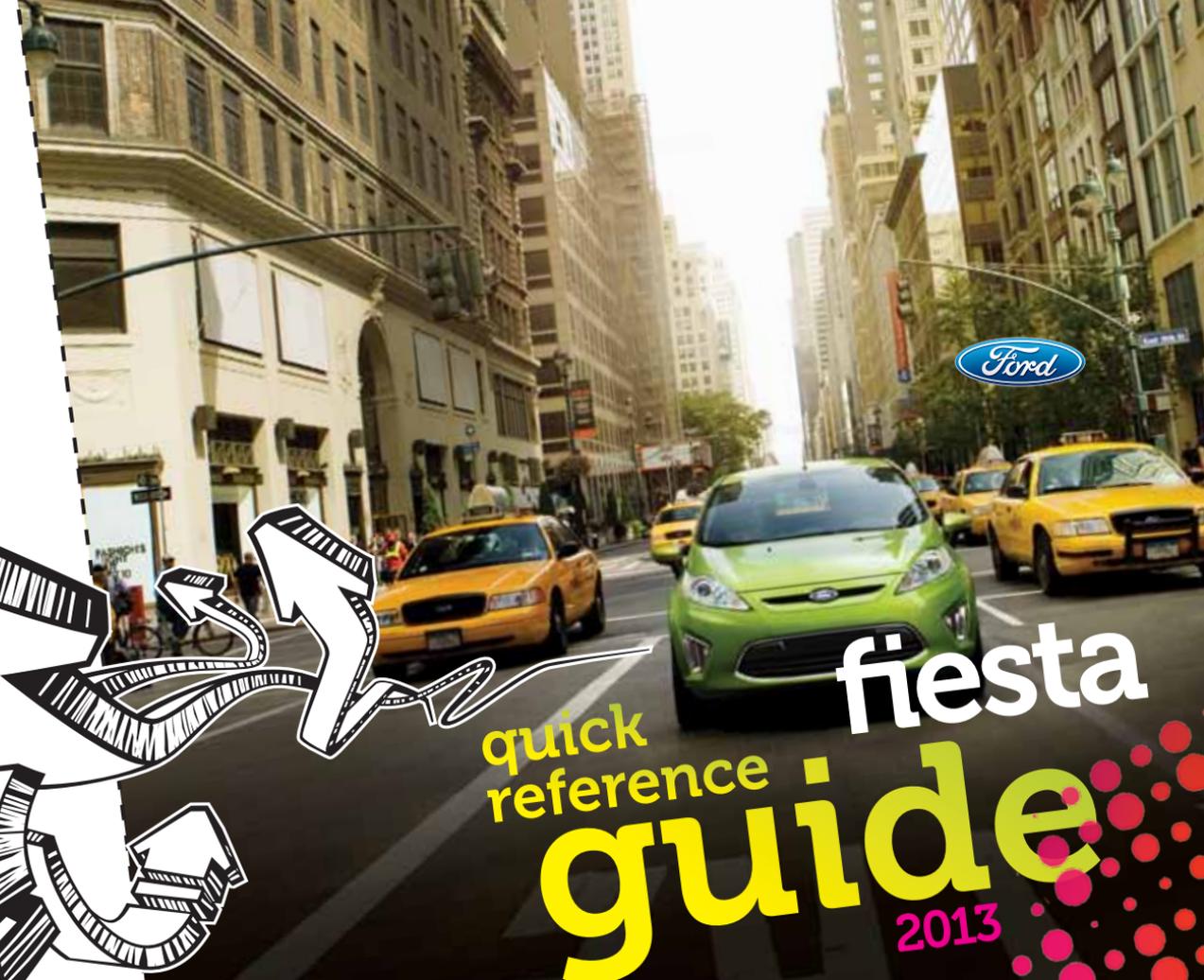
[SyncMyRide.com](http://SyncMyRide.com) (U.S.)  
[SyncMyRide.ca](http://SyncMyRide.ca) (Canada)



[fordowner.com](http://fordowner.com) (U.S.)



[ford.ca](http://ford.ca) (Canada)



quick  
reference  
guide  
2013

## fiesta SYNC voice commands

### SYNC®. Say the Word.

Touch the  voice button on the steering wheel, and then say:



#### Entertainment

- Audio list of commands\*
- Audio <On/Off>
- Radio:
  - FM <87.7-107.9>
  - FM preset <#>
- CD:
  - Play track <1-512>
  - Shuffle <On/Off>
- USB:
  - Play artist <name>
  - Play album <name>
- Bluetooth®:
  - Play next track
  - Play previous track

\* You can also get detailed lists of commands for radio, USB, Bluetooth® audio, and Sirius.



#### Basic Commands

- Help
- List of commands
- SYNC
- Previous
- Next
- Go back
- Exit
- Help
- Vehicle health report
- Mobile apps



#### Phone

- Phone list of commands
- Dial
- Call <name> on cell/at home/at work
- Call voicemail
- Do not disturb <On/Off>

\* Phone-dependent feature.



#### SYNC® Services

Must say "Services" first, and then:

- What can I say?
- Traffic
- Directions
- Business search
- Operator (for direction or business search)
- Favorites
- News, sports, weather, horoscopes, stock quotes, movies or travel
- Help

Some services may not be available in your area. Refer to your *Owner's Manual*, visit the website or call the toll-free number for more information.

#### For U.S. customers:

Visit [SyncMyRide.com](http://SyncMyRide.com) or call 1-800-392-3673 (select Option 1 or 2 for language, then Option 3).

#### For Canadian customers:

Visit [SyncMyRide.ca](http://SyncMyRide.ca) or call 1-800-565-3673 (select Option 1 or 2 for language, then Option 3).

4-5 Instrument Panel

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# INSTRUMENT PANEL

5



## 1. MEDIA STEERING WHEEL CONTROLS\*

- ◀ (Volume): Press to increase (+) or decrease (-) volume levels.
- 🗣️ Press to access voice recognition.
- ☎️ Press to answer an incoming call.
- 📞 Press to exit phone mode or end a call.
- OK Press OK to confirm messages and selections.

## 2. TILT/TELESCOPE STEERING COLUMN

Unlock the steering wheel by pulling the lever down. Adjust the wheel to the desired position. Push the lever back up to lock the steering wheel in place.

## 3. TRIP COMPUTER

Provides various vehicle system information. Use the lever on the left side of the steering wheel to scroll through and choose your functions. Refer to the *Information Displays* chapter of your *Owner's Manual* for more details.

## 4. 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.

## 5. CRUISE CONTROL\*

To set your cruise control speed:

1. Press the **ON** control and release.
2. Accelerate to the desired speed.
3. Press the **SET +** control and release, then take your foot off the accelerator.

After your speed has been set, you can press **SET +/- SET -** to adjust your cruise speed. To disable, press the **OFF** control.

## 6. WIPER CONTROLS

Pull the stalk down for a single wipe. Raise the stalk upward for intermittent wipe mode. Adjust the intermittent wipe intervals by using the rotary control on the stalk. To spray and wash

the windshield, press the end of the wiper stalk in. The wipers will operate for a short time after. To operate the rear wipers, pull the stalk toward you.

## 7. PUSH BUTTON START\*

Allows you to start your vehicle by pressing the **ENGINE START/STOP** button while fully pressing down on the brake pedal. Press the button again to turn the engine off.

**NOTE:** Your intelligent access key\* must be inside the vehicle for keyless starting to work.

## 8. LOCK/UNLOCK BUTTON

Lights up when all doors and trunk are locked. When the button remains unlit, one or more doors are unlocked.

## 9. CENTER DISPLAY

Use your center-stack controls to view and interact with SYNC\*\* and your audio and vehicle settings. Information and settings appear on the center screen. Press **OK** to confirm messages.

\* if equipped

## GETTING STARTED WITH YOUR SYNC SYSTEM

SYNC is a hands-free, voice recognition system used for entertainment, information and communication. SYNC....Say the word.

### BEFORE YOU GET STARTED:

1. Set up your owner account at SyncMyRide.com (U.S.) or SyncMyRide.ca (Canada). Register by following the on-screen instructions. After registering, you can see what complimentary services you are eligible for.
2. SYNC uses a wireless connection called  **Bluetooth®** to communicate with your phone. Turn **Bluetooth** mode on in your phone's menu options. This lets your phone find SYNC. If you need more details on setting up your phone with SYNC, visit SyncMyRide.com (U.S.) or SyncMyRide.ca (Canada) or your phone manufacturer's website.

*\*If equipped.*

### PAIRING YOUR PHONE WITH SYNC

In order to use many of the features of SYNC, such as making a phone call, receiving a text or using SYNC services, you must first connect or pair your phone with SYNC.

#### TO PAIR YOUR PHONE FOR THE FIRST TIME:

1. Make sure that your vehicle is in (P) park and your ignition and radio are turned on.
2. Press the phone button, when the display indicates **No Phone Found** press **OK**.
3. When **Add Bluetooth Device?** appears in the display press **OK**.
4. When **Find SYNC** appears in the display press **OK**. When prompted on your phone's display, enter the PIN provided by SYNC into your phone.
5. The display will indicate when the pairing is successful.

**NOTE:** The system may prompt you to:

- Set your phone as the primary/favorite (the primary phone will receive messages and voice mails).
- Download your phone book (this is required to use the full set of voice commands).
- Turn on 911 Assist®.

#### TIPS:

- Make sure you accept SYNC's request to access your phone.
- To pair subsequent phones, please refer to **Pairing Subsequent Phones** in the SYNC chapter of your **Owner's Manual**.
- If you are experiencing pairing problems, try performing a clean pairing by deleting your services from SYNC, deleting the SYNC connection from your phone, and then repeating the **Pairing Your Phone with SYNC** process.

### USING MY PHONE WITH SYNC

**NOTE:** You must download your phone book to make phone calls with voice commands by name. Contacts listed in all caps will require you to spell them (i.e. JAKE, will be J-A-K-E).

#### MAKING A PHONE CALL:

Use SYNC to make a phone call to anyone in your phone book by pressing the voice button  and when prompted, say any of the following voice commands:

- Call <name>
- Call <name> at work
- Call <name> on mobile or cell
- Call <name> at home

For example, you could say **Call Jake Smith at home**. SYNC repeats the command back to you and dials the number.

**NOTE:** You can also make phone calls by giving the voice command **Dial**, then verbally say the phone number.

### ANSWERING INCOMING CALLS:

Whenever you have an incoming call, you will be able to see the name and number of the person calling in your display. Press the phone button  to answer an incoming call. You can hang up at any time by pressing and holding the phone button .

### DO NOT DISTURB MODE:

This feature blocks incoming calls and text messages and saves them for later. You still have access to outgoing calls when this feature is active. Say the voice command, **Do not disturb on** to enable and **Do not disturb off** to disable.

**NOTE:** You can choose from a **privacy mode** (can listen and talk only by phone) or **open mode** (listen/talk by the vehicle) via the display.

## USING SYNC TO ACCESS DIGITAL MEDIA

SYNC has a media hub with multiple inputs allowing you to access personal media from your digital devices.

## USING VOICE COMMANDS TO PLAY MUSIC:

1. Plug your media player into your USB port.
2. Press the voice button . When prompted say **USB**, then follow-up saying one of the voice commands. For a list of voice commands, say *What can I say?*

## WHY DO I NEED A SYNC OWNER ACCOUNT?

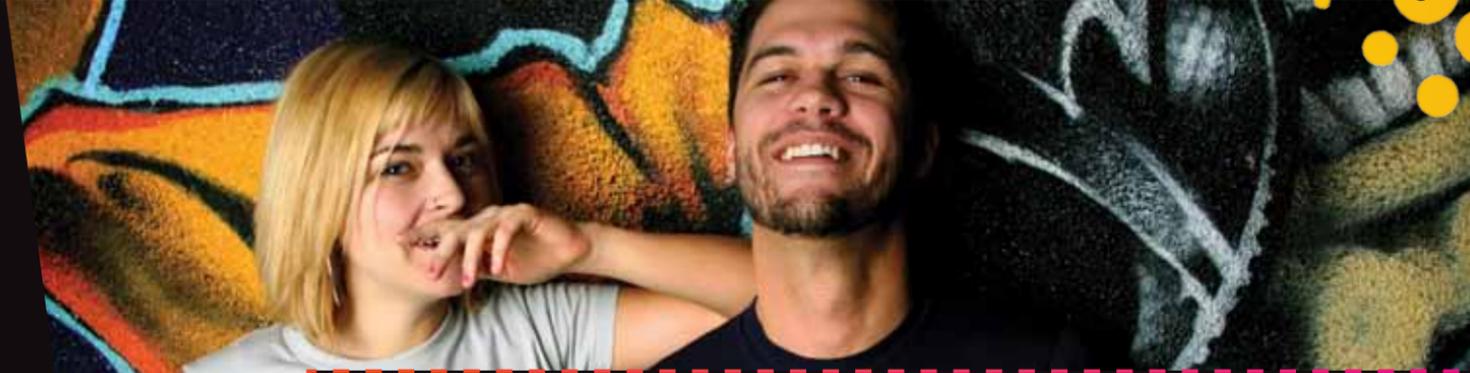
A SYNC owner account is required for Vehicle Health Report activation and the ability to view your reports online. You'll also be able to take advantage of all of SYNC's services and personalization features, such as saving your Favorites and Points of Interest (POI). You'll receive the latest directions and information; and if you have questions, you'll get free customer support. Create your account by visiting the website or calling the toll-free number for more information. See the inside front cover of this guide for more details.

## DO MORE

After creating your account, use SYNC Services to get the most out of your SYNC experience. This includes voice activated, turn-by-turn directions, the latest traffic reports, business searches, sports scores, stock market reports and more.

You can access your available services by pressing the voice button . When prompted, say **Services**. The portal will guide you, but you can say any of the following voice commands:

*Traffic*  
*Sports*  
*Directions*  
*Weather*  
*News*  
*Business search*



### SYNC AppLink: Voice Access to your Mobile Apps

The available SYNC AppLink allows you voice access to select mobile applications that you already have or can download to your Android™ BlackBerry® or iPhone®.

Current apps include Pandora® Internet Radio, Stitcher Smart Radio™, OpenBeak (BlackBerry-exclusive), iHeartRadio, Slacker, NPR News and SYNC Destinations with even more releases on the way. Visit SyncMyRide.com (U.S) or SyncMyRide.ca (Canada) for more details.

### Using SYNC AppLink

1. Make sure that you have an active account created online for the app you want and make sure you have it set up the way you like it. Some apps just work automatically with no set-up.

2. Download or update to the latest mobile app through your smartphone's marketplace.
3. Turn on your ignition.
4. Pair the phone to your vehicle. If your phone is already paired to the vehicle, it connects automatically when you enter.
5. If you're an iPhone owner, you must also connect the Apple®-provided USB cable and start the application you want to use on your iPhone to access the apps through SYNC. Android and BlackBerry connect wirelessly using SYNC AppLink.

6. Now you're ready to voice-access the app by pressing the voice button and saying *Mobile apps*, and then the name of the app you want.
- Note:** AppLink not currently available in Canada.



# CONVENIENCE

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

- Press  once to lock all doors. Press again within three seconds to confirm all doors are locked.
- Press  once to unlock the driver's door. Press again within three seconds to unlock all doors.
- Press  twice within three seconds to open the liftgate.
- **CAR FINDER:** Press  twice within three seconds to locate your vehicle. The horn will chirp and the lamps will flash.

## 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.

## INTELLIGENT ACCESS KEY\*

To unlock the driver's door, pull the front exterior door handle. To lock the doors, touch the sensor button on the door handle. To unlock and open the liftgate, press the exterior liftgate release button underneath the liftgate handle. The intelligent access key also contains a mechanical key blade, which can be used to unlock the driver door if necessary.

**NOTE:** Your intelligent access key must be within 3 feet (1 meter) of the vehicle for intelligent access to function properly.

## BLIND SPOT MIRRORS\*

Blind spot mirrors have an integrated convex spotter mirror built into the upper corner on the outside mirrors. They are designed to help you see a vehicle that may be in your blind spot. As a vehicle approaches, its image will transition from the large mirror to the smaller convex spotter mirror.

**NOTE:** Driving aids do not replace the need to watch where the vehicle is moving and brake when necessary. Refer to your *Owner's Manual* for safety information, details and limitations.

\*If equipped.

# CONVENIENCE

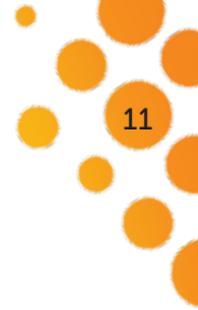
## EASY FUEL® SYSTEM

With this system, you simply open the fuel door, insert the nozzle and begin fueling. It is self-sealing and therefore protected against dust, dirt, water, snow and ice. Wait five seconds from the time the refueling nozzle is shut-off until you remove the nozzle from the vehicle to allow residual fuel in the nozzle to drain into the tank. When using a portable fuel container, slowly insert the fuel funnel (located in the spare tire compartment) and pour the fuel into the funnel.

**NOTE:** Do not use aftermarket funnels as they will not work with the Easy Fuel® system and may cause damage. Properly clean the funnel after each time it's used.

## GLOVE BOX STORAGE STRAP

Secures your vehicle kit up and out of the way, leaving room for your other important information.



# ESSENTIAL INFORMATION

## FUEL TANK CAPACITY/ FUEL INFO

Fiesta has a 12.4 gallon (47L) fuel tank capacity. Use only **UNLEADED** fuel or **UNLEADED** fuel blended with a maximum of 15% ethanol. **Do not use ethanol (E85), diesel, fuel-methanol, leaded fuel or any other fuel because it could damage or impair the emission control system. Leaded fuel use is prohibited by law.**

## REAR WINDOW BUFFETING

When one or both of your rear windows are open, you may hear a wind throb or buffeting noise. To alleviate this, lower a front window until buffeting subsides.

## LOCATION OF SPARE TIRE AND TOOLS

Your vehicle is either equipped with a temporary spare tire or a temporary mobility kit, both of which are located in the trunk. The mobility kit contains an air compressor to re-inflate the tire and a sealing compound that will seal most punctures caused by nails or similar objects. Do not attempt to repair large punctures or damage to the tire's sidewall. The mobility kit provides a temporary seal allowing you to drive up to 120 miles at a maximum speed of 50 mph. After sealant use, the TPMS sensor and valve stem on the wheel must be replaced by an authorized Ford dealer. For vehicles with a spare tire, refer to the **Changing a Road Wheel** section in the *Wheels and Tires* chapter of your *Owner's Manual*.

## SOS POST-CRASH ALERT 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. To deactivate, press the hazard flasher control on the instrument panel or the panic button (🔊) on your remote entry transmitter\*.



## ROADSIDE ASSISTANCE

Your new Ford vehicle comes with the assurance and support of 24-hour emergency roadside assistance. To receive roadside assistance in the United States, call 1-(800)-241-3673. In Canada, call 1-(800)-665-2006.



## TIRE PRESSURE MONITORING SYSTEM

Your vehicle illuminates a low tire pressure warning light (🚗) in your instrument cluster when one or more of your tires is significantly underinflated. If this happens stop and check your tires as soon as possible. Inflate them to the proper pressure. Refer to the *Inflating Your Tires* section in the *Wheels and Tires* chapter of your *Owner's Manual* for more information.

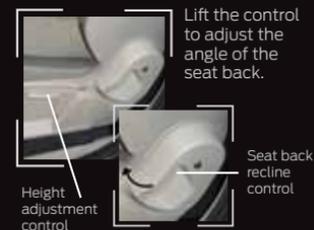
## FUEL-EFFICIENT TRANSMISSION

Your vehicle has been designed to improve fuel economy by reducing fuel usage while coasting or decelerating. This may be perceived as a light to medium braking sensation when removing your foot from the accelerator pedal.

## FRONT SEAT ADJUSTERS

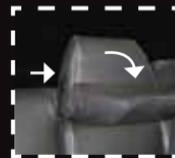
Lift the control to adjust the angle of the seat back.

### Recline Adjustment



## FOLDING REAR SEAT(S) WITH ADJUSTABLE HEAD RESTRAINTS

The rear seat backs can be folded down for more cargo space. To do this; make sure the adjustable rear head restraints are in the lowest position. Press and hold the release button on the seat back and fold the seat back down. When raising the seat back(s), make sure you hear the seat latch into place. Pull down on the seat back to make sure it has latched.



## TILTING HEAD RESTRAINTS\*

Your vehicle's front-row head restraints can be adjusted. Pull up to raise the head restraint. To lower, press the head restraint down while pressing and holding the guide sleeve adjust/release button. Tilt the head restraint forward for additional comfort by gently pulling the top of the head restraint. Once it is in its forward-most position, tilting it forward once more will release it to the upright position.

**NOTE:** Do not attempt to force the headrest backward after it is tilted. Instead, continue tilting it forward until the headrest releases to the upright position.

# ESSENTIAL INFORMATION

# FUNCTION

## INTELLIGENT ACCESS\* AND PUSH BUTTON START\*

Unlock and start your Fiesta without ever having to take out your keys. When the key fob is in your pocket, purse or back pack, press the button with your thumb on the door handle to open. Once you're in, press and hold down the clutch (or the brake pedal on an automatic), press the start button and go.

## MANUAL TRANSMISSION\*

Always make sure the clutch is fully pressed before shifting gears. The gearshift lever can only be moved into R (Reverse) by moving it from the left of 3 (Third) and 4 (Fourth) before shifting into R (Reverse). This is a lockout feature which protects the transmission from accidentally engaging R (Reverse) when intending to select 1 (First).

## RECOMMENDED UPSHIFTS WHEN ACCELERATING

(for best fuel economy)

Shift from:

1-2	14 mph (23 km/h)
2-3	24 mph (39 km/h)
3-4	32 mph (51 km/h)
4-5	44 mph (71 km/h)

## POWERSHIFT™ AUTOMATIC TRANSMISSION\*

Designed for fun-to-drive performance while offering outstanding fuel economy, this transmission will sound and feel different than what you may be used to. See the *Transmission* chapter of your *Owner's Manual* for more details.

## HILL START ASSIST

Hill start assist 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.

## ELECTRONIC POWER-ASSISTED STEERING (EPAS)

EPAS helps contribute to the overall intense driving experience by using speed-sensitive steering technology to help provide driver feedback and confidence at highway speeds.

*\*If equipped.*



# COMFORT

15

## HEATED FRONT SEATS\*

The heated front seat controls are located on the center console near the gearshift lever. Press the button to activate and deactivate the front heated seats.



## MOONROOF AND SUNSCREEN\*

The moonroof controls are located on the overhead console. The sunscreen can be manually opened or closed when the glass panel is closed. Press and release the rear of the **SLIDE** control to open the moonroof. The sunscreen, if closed, will automatically open prior to opening the moonroof. Press and hold the front of the **SLIDE** control to close the moonroof. Press and hold the rear of the **TILT** control to vent the moonroof. Press and hold the front of the **TILT** control to close the moonroof.

## AMBIENT LIGHTING\*

Illuminates the interior of the vehicle with a choice of several colors. The ambient lighting control is located on the instrument panel. Press the  button to cycle through the various color choices and off. When activated, the footwell areas, cup holders and instrument panel will illuminate with the chosen color.

## PERSONALIZE YOUR FIESTA

Ford offers a variety of accessories that can make vehicles as individual as their drivers. Visit [accessories.ford.com](http://accessories.ford.com) for more information.

