

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 chapters 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.

**WARNING**

Driving while distracted can result in loss of vehicle control, crash and injury. We strongly recommend that you use extreme caution when using any device that may take your focus off the road. Your primary responsibility is the safe operation of your vehicle. We recommend against the use of any hand-held device while driving and encourage the use of voice-operated systems when possible. Make sure you are aware of all applicable local laws that may affect the use of electronic devices while driving.

**Learn More About Your New Fiesta**



fordowner.com (U.S.)



ford.ca (Canada)

**Ford Motor Company  
Customer Relationship Center**

U.S. 1-800-392-3673 (FORD)  
(TDD for the hearing impaired: 1-800-232-5952)  
fordowner.com

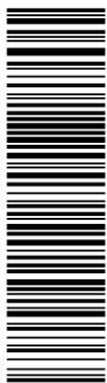
**Ford of Canada  
Customer Relationship Centre**

Canada 1-800-565-3673 (FORD)  
ford.ca

**Learn How to Use SYNC  
in Your Vehicle**

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)



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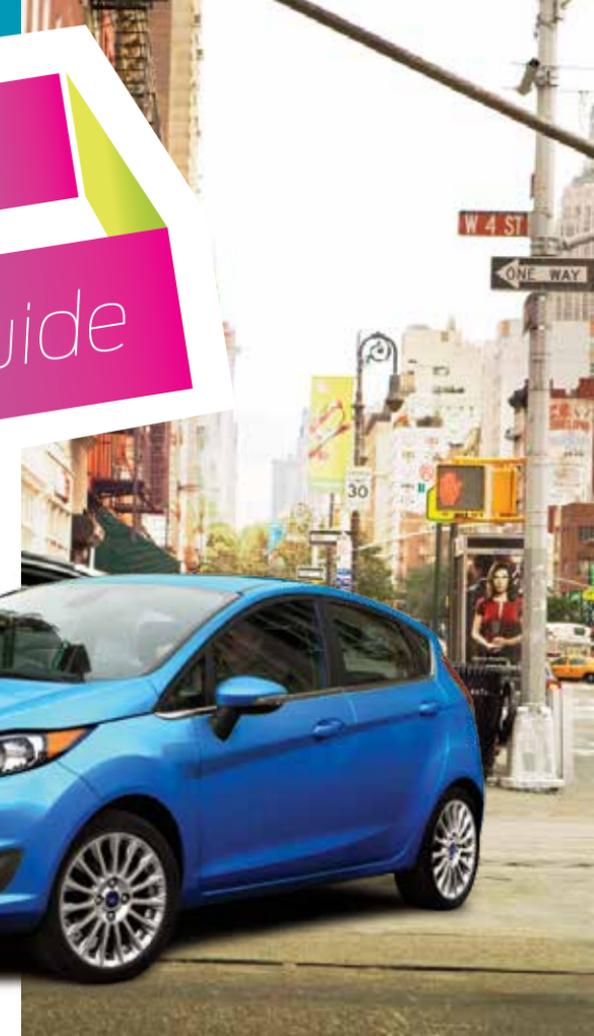
# fiesta



# fiesta

# quick reference guide

# 2014



# commonly used voice commands

## Entertainment

- Audio list of commands
  - » You can also get detailed lists of commands for radio, USB, Bluetooth® audio, Sirius and SD card
- Radio
  - » <On/Off>
  - » FM <87.9-107.9>
  - » FM preset <#>
- CD
  - » Play track <1-512>
  - » Shuffle <On/Off>
- USB
  - » Play song <name>
  - » Play album <name>
- SiriusXM
  - » <channel name>
  - » Preset <#>
- Bluetooth
  - » Play next track
  - » Play previous track

## Basic Commands

- Main menu
- List of commands
- What can I say?
- Next
- Previous
- Go back
- Cancel
- Exit
- Help
- Vehicle health report
- Pair my phone

## 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

## SYNC® Say the Word.

Touch the  button on the right side of your steering wheel and then say:

## Phone

- Phone list of commands
- Dial
- Call <name> on cell/at home/at work
- Call voicemail
- Do not disturb
- Listen to text message (phone-dependent feature)

## Navigation\*

- Navigation list of commands
  - » Destination street address <number, name, city>
  - » Destination home
  - » Navigation voice <On/Off>
  - » Navigation voice volume <increase/decrease>
  - » Repeat instruction
  - » Show <map/north-up/heading-up/3-D>
- Travel Link list of commands
  - » Traffic
  - » Weather
  - » Movie listings
  - » Fuel prices
  - » Sports <headlines/scores/schedule>

\*if equipped

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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).



### 1. Media Steering Wheel Controls\*

- ▲ Press + to increase or – to decrease volume levels.
- 🗣️ Press to access voice recognition.
- 📞 Press to access phone mode or to answer a call.
- 📞 Press to exit phone mode or end a call.
- ⏪ ⏩ Press the arrow controls to cycle through the audio menu selections and press **OK** to confirm your selection.

### 2. Vehicle Information Display

Provides information for the odometer, trip distance and fuel economy for your vehicle. Use the button on the end of the left-hand lever, located on the left-hand side of the steering wheel. Press the button to scroll through the display options. Refer to the **Information Displays** chapter of your **Owner's Manual** for more information.

### 3. Service Engine Soon

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

### 4. Push Button Start\*

Allows you to start your vehicle by pressing the **ENGINE START/STOP** button, while fully pressing down on the clutch pedal (manual transmission) or the brake pedal (automatic transmission). Press the button again to turn the engine off.

**Note:** Your intelligent access key\* must be inside the vehicle for the ignition to start.



### 5. Windshield Wipers

Pull the stalk down for a single wipe. Raise the stalk upward for intermittent wipe. 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. To operate the rear wipers\*, pull the stalk toward you.

### 6. Cruise Control\*

**To Set a Cruise Control Speed**

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

After you set your speed, you can change it in 1 mph (2 km/h) increments by pressing **SET +/-**. To disable, press the **OFF** control.

### 7. 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 into place.

### 8. MyFord Touch®\*

Displays information about Entertainment, Phone and Navigation\*. Use the controls located within your audio system to scroll through, highlight and make minor adjustments within a selected menu. Refer to the **MyFord Touch** chapter in your **Owner's Manual** for more information.

### 9. Lock/Unlock Button

Press the 🚗 button located near your audio system controls to lock and unlock all the doors. When you lock all of the doors, the button lights. When one or more doors remain unlocked, the button will not light.

## 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 services you may be 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.

### 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 switched on.
2. Press the phone button, when the display indicates **No Phone Found**, press **OK**.
3. When **Find SYNC** appears in the display, press **OK**.
4. Put your phone into **Bluetooth** discovery mode. See your device's manual, if necessary.
5. When prompted on your phone's display, enter the PIN provided by SYNC into your phone. The display indicates 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 voicemail).
- Download your phone book (this is required to use the full set of voice commands).
- Turn on 911 Assist®.

#### Tips

- Make sure you accept the request from SYNC 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: 1) deleting your phone from SYNC; 2) deleting the SYNC connection from your phone; and 3) repeating the **Pairing Your Phone with SYNC** process.

### Using Your Phone with SYNC

**Note:** You must download your phone book to make phone calls with voice commands by name.

#### 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 **privacy mode** (can listen and talk only by phone) or **open mode** (listen/talk by the vehicle) via the display.

## 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](http://SyncMyRide.com) (U.S.) or [SyncMyRide.ca](http://SyncMyRide.ca) (Canada) for more details.

### Using SYNC AppLink

1. Make sure that you have an active account online for the app you want and make sure you set it up the way you like it. Some apps 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 is not currently available in Canada.



SYNC® with

MyFord Touch®\*

Use the four-corner, four-color touchscreen to explore and interact with your vehicle. The touchscreen works the same way as traditional controls, knobs and buttons do. Press the various corners on your touchscreen to personalize the many features and settings of your vehicle all in one place. The system provides easy interaction with your cellular phone, multimedia entertainment and navigation system\*.



### Before You Get Started

- Pair your phone to SYNC before using MyFord Touch (see **Getting Started with Your SYNC System** in this guide for instructions).
- With the navigation\* feature, make sure that your SD card is inserted into the media port (located in the center console) or your navigation\* will not work.
- The touchscreen is sensitive, so make sure you press the desired icon accurately and firmly.
- If you press the wrong icon and enter the wrong screen, you can always press the home  icon to access your home screen.

### Get in Touch Using Your Four-corner Touchscreen

Phone, Navigation\* and Entertainment are the main features of SYNC with MyFord Touch. Each feature has its own corner represented by its own color.



### Phone

Voice-control your phone for hands-free calling with your phone securely put away. With SYNC, you won't even need to know the phone number. Just say the name of the person you want from your contacts. Your phone connects you with many other features:

- Call for a Vehicle Health Report.
- Automatically connects with a 911 Operator in the event of an accident (the feature must be turned on prior to an incident).
- Transfer calls seamlessly from SYNC to phone as you get in or out of your vehicle.

SYNC Services, available with a subscription, will allow you to:

- Connect to SYNC Services for traffic, directions, business searches and information favorites.
- Connect to Operator Assist to help locate a listing or destination.

Refer to the **SYNC** chapter of your **Owner's Manual** for complete details.

### Navigation\*

Get started with your navigation system by pressing the upper-right, green corner. The available, voice-activated navigation system includes:

- SiriusXM Traffic™
- SiriusXM Travel Link™
- GPS (Global Positioning System) technology
- 3-D mapping
- Turn-by-turn navigation

Some features may require activation. Refer to the **MyFord Touch** chapter of your **Owner's Manual** for complete details.

### Set a Destination

Use your touchscreen or voice controls to set a destination. Include a street address, a city center, a place on the map or a point of interest (POI). You can also narrow your choices by city or street.

Once you set your destination, the system automatically provides the fastest route using the quickest moving roads. Use the **Navigation Settings** menu to select other choices:

- **Shortest:** Uses the shortest distance possible.
- **Eco (EcoRoute):** Uses the most fuel efficient route.



### Settings

Touch **Settings** to customize information within your vehicle. Adjust the clock, display and sound settings, and access help through the touchscreen.

### Entertainment

No matter how you store your music, SYNC makes it yours to enjoy when you're behind the wheel. Just press the lower, left-hand red corner of the touchscreen. From here, you can easily go between AM/FM, Sirius and other media sources.

### Set Your Radio Presets

- Touch the **Entertainment** corner on the touchscreen.
- Touch **FM** and select **Direct Tune**.
- Enter the desired station and touch **Enter**.
- Touch **Presets** and then touch and hold one of the memory preset buttons to save it. You'll hear a brief mute and the sound will return once the station is saved.



### Bring in Your Own Music

Gain access to any audio source by voice and even control how each operates, like changing radio stations, CD tracks or music on one of the following devices:

- USB
- Bluetooth® Streaming
- SD card
- Line in/auxiliary jack

Refer to the **MyFord Touch** chapter in your **Owner's Manual**, visit the website or call the toll-free number for more information. See the inside front cover of this guide for details.

comfort



### Moonroof\*

Your moonroof is equipped with an automatic one-touch express open feature.

To open, press and release the rear of the **SLIDE** control. The sliding shade will automatically open, if closed, while the moonroof opens.

To close, press and hold the front of the **SLIDE** control. Close the sunshade manually.



To vent the moonroof, press and hold the rear of the **TILT** control.

To close from a venting position, press and hold the front of the **TILT** control.

### Heated Seats\*

Press  once for seat heating. A light will illuminate on the switch.

Press  once more to turn the seat heater off. No lights will illuminate on the switch.



convenience

### Intelligent Access Key\*

**Note:** Your intelligent access key must be within 3 feet (1 meter) of your vehicle.

**To unlock a front door:** Pull the front exterior door handle.

**To lock all of the doors:** Press and hold the door handle lock sensor.

**To unlock and open the trunk:** Press the exterior trunk release button near the license plate.

The intelligent access key also contains a mechanical key blade, which can be used to unlock the driver door, if necessary.

### Integrated Keyhead Transmitter and Intelligent Access 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 of the doors. The turn signals will flash.
- Press the  button twice within three seconds to open the trunk/liftgate.
- **Car finder:** Press  twice within three seconds to locate your vehicle. The horn will sound and the turn signals will flash.

### MyKey®\*

MyKey allows you to program certain driving restrictions in order to promote good driving habits. You can program things like: speed restrictions, limited volume levels and safety belt reminders. For complete information, refer to the **MyKey** chapter in your **Owner's Manual**.

### Autolamps\*

When you switch on autolamps , your headlamps will turn on and off automatically in low-light situations or during inclement weather. With the autolamps on and after you switch on the wipers, your headlamps will turn on automatically.

**Note:** It may be necessary to switch your headlamps on manually in severe weather conditions.

### Glove Box Storage Strap

Use the strap to secure your **Owner's Manual** kit up and out of the way, and leave room for your other important information.



**Front Seat Adjusters**

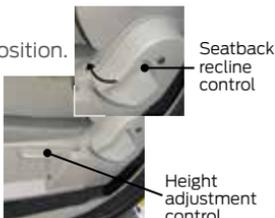
Lift the controls to adjust your seat position.

**Recline Adjustment**

Pull the control to adjust the angle of the seatback.

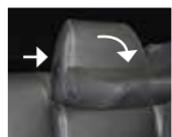
**Height Adjustment**

Lift the control to adjust the seat cushion height.



Seatback recline control

Height adjustment control

**Folding Rear Seatback with Adjustable Head Restraints**

The rear seatbacks 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 seatback and fold the seatback down. When raising the seatback(s), make sure you hear the seat latch into place. Pull down on the seatback to make sure it has latched.

**Automatic Climate Control\***

Automatically control the temperature, fan speed and airflow direction to reach and maintain your selected temperature. Press the **AUTO** button to switch the system on and off.

**Tilting Head Restraints\***

Pivot the head restraint forward to your desired position. After it reaches the forward-most tilt position, pivot it forward again to return it to the upright position.



**Note:** Do not force the head restraint backward after it is tilted. Instead, continue tilting it forward until the head restraint releases to the upright position.

**Ambient Lighting**

Illuminates the interior with a choice of several colors. The ambient lighting control is in the center stack, under the climate controls. Press and release the  button to cycle through your color choices.



Ambient lighting will turn on when the ignition and headlamps are on.

**PowerShift™ Automatic Transmission\***

This transmission is designed for fun-to-drive performance and exceptional fuel efficiency, by using the advantages of a manual transmission with the convenience of an automatic transmission. You may notice the following characteristics of this technology:

- Mechanical noises after switching the engine off, opening the driver door and during some transmission shifting events. These are normal and do not cause damage.
- Firm gearshifts when moving the accelerator pedal back and forth quickly.



Your transmission continuously makes electronic adjustments to optimize shift quality and acceleration performance. Most adjustments will be made during the first 1000 miles (1610 kilometers) of operation. During this break-in period, you may feel slight vibrations when accelerating your vehicle from low speeds. See the **Transmission** chapter of your **Owner's Manual** for details.

**SelectShift Automatic® Transmission\***

Gives you the ability to manually change gears if you'd like.

**To Use**

- Move the gearshift lever from **D** (Drive) to **S** (Sport).
- Activate SelectShift by using the (+ / -) thumb toggle located on the side of your gearshift lever to make manual shifts.
- Press the (+) button to upshift. Press the (-) button to downshift.

**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 activates automatically if the sensors detect that the vehicle is on a slope.

**Rear View Camera System with Parking Aid\***

This system provides a video image of the area behind the vehicle. Turn your audio system and ignition on, and the display will appear in the touchscreen when the vehicle is in **R** (Reverse). The system uses green, yellow and red guides to alert you of your proximity to objects. The camera is located on the liftgate (near the handle) or on the trunk near the license plate bracket.

**Heated Exterior Mirrors\***

The outside mirrors have a heating element that defrost or de-mist the mirror glass. They turn on automatically when you switch on the rear defrost.

**Rear Sensing System\***

The system sounds an audible warning tone if there is an obstacle near the vehicle's rear bumpers. As the vehicle moves closer to the obstacle, the rate of the warning tone increases in frequency. The rear sensors are active only when the vehicle is in **R** (Reverse), and will detect objects up to 6 feet (1.8 meters) away, with decreased coverage at the outer corners of the bumper. See the **Parking Aids** chapter in your **Owner's Manual** for complete information on your vehicle's sensing systems.



**Note:** *Visibility aids do not replace the need to watch where the vehicle is moving. Refer to your **Owner's Manual** for safety information, more details and limitations.*

## essential information

**Luggage Compartment Opening and Closing****For Five-Door Models**

Press the button located in the top of the liftgate pull cup handle to unlatch the liftgate, and then pull on the outside handle.

**For Four-Door Models**

Press the exterior release button above the license plate.

**Use the Remote to Open the Liftgate**

Press the  button twice within three seconds.

**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.

**Rear Window Buffeting**

You may hear a pulsing noise when just one of the windows is open. Lower the opposite window slightly to reduce this noise. Press the switch to open the window. Lift the switch to close the window.

## essential information



### Towing Your Vehicle

Towing your vehicle behind an RV or any other vehicle may be limited. Refer to **Towing the Vehicle on Four Wheels** section in the **Towing** chapter of your **Owner's Manual**.



### Easy Fuel® System

#### To Use

- Put your vehicle into **P** (Park) and turn the ignition off.
- Open the fuel-filler door.
- Insert the nozzle.
- Begin fueling.
- Wait 5-10 seconds between 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 use.

### Fuel Tank Capacity/ Fuel Info

Your vehicle's fuel tank capacity can vary.

With the 1.6L Duratec 16V Ti-VCT engine or the 1.0L EcoBoost engine: 11.1 gallon (42L) fuel tank capacity.

With the 1.6L EcoBoost engine: 12.7 gallon (48L) fuel tank capacity (ST only).

Use only "Regular" unleaded gasoline with an octane rating of 87 or higher.

**Do not use E85 fuels because your vehicle was not designed to run on fuels with more than 15% ethanol.**

### Location of Spare Tire and Tools

Your spare tire and tools are located beneath the carpeted floor panel in the rear of your vehicle.

- The spare tire is designed for emergency use only and should be replaced as soon as possible.
- For complete details on changing your tire, see the **Wheels and Tires** chapter in your **Owner's Manual**.

### Tire Pressure Monitoring System

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

### 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**.