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FORD FESTIVA



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Contents

The World of Ford Festiva.....	6-7
Festiva On-Road Capability.....	8-9
Festiva LX Environment	10-11
LX Instrumentation.....	12-13
Festiva Flexibility	14-15
Festiva L: Quality, Comfort and More.....	16-17
Festiva Engineering: Looking at the Total Car.....	18-19
Safety and Owner Benefits	20-21

Free-spirited Ford Festiva packs a lot of space, comfort and riding pleasure into its compact size. Shown here is Festiva LX in Silver Clearcoat Metallic.



When we at Ford say that "Quality is Job 1," we mean exactly that. No other issue has higher priority than the quality of the cars and trucks we produce.

And if there's a certain single-mindedness about our approach to quality, it's because we feel that the only way to really achieve a goal is to have a total commitment to it.

Ford Festiva is the most recent product of that commitment. It is the result of focusing our worldwide resources on the production of a quality new vehicle for very demanding buyers.

Constantly striving for new and better ways of serving our customers, we have looked toward the global marketplace.

Quality componentry, engineering expertise and production know-how from Ford's worldwide resources contribute to Festiva quality.

Festiva was first introduced in Japan. There, it became a sales success by winning over car buyers who are just as quality conscious as

those here in America.

Now available in the United States, Festiva is the latest manifestation of a familiar credo: Quality is Job 1.



THE WORLD OF FORD FESTIVA



Festiva combines the practical concerns of economy and comfort with a carefree attitude.



Festiva's trim exterior size contributes to maneuverability and ease of parking.

Festiva is dedicated to the proposition that all small cars aren't created equal. Its smooth, aerodynamic shape and flared fenders carry the unmistakable mark of Ford styling. Its solid, wide stance, besides giving it road stability and balance, contributes to the Festiva hallmark: interior space efficiency.

Front-wheel-drive Festiva is a great choice in a small car because it offers so much transportation for the dollar, as evidenced by its extensive standard equipment list.

And by its spaciousness. Festiva's interior roominess is truly surprising considering its trim exterior dimensions. Comfort is very much a part of the formula.

So is fun. Festiva's power front disc brakes, agile suspension, 1.3 liter overhead-cam 4-cylinder engine and manual overdrive transaxle make it a lot of fun to drive.

Festiva also provides the small-car benefits that *are* expected. EPA estimated fuel economy for the LX model is an impressive 39 mpg City (L model 38) for around-town efficiency, 43 mpg Highway (L model 40). And Festiva's excellent maneuverability and ease of parking make it a natural for urban/suburban use.

Choose Festiva L or the substantially appointed LX and discover a new world of transportation value.

Festiva LX shown in Bright Red.



FESTIVA ON-ROAD CAPABILITY



Ford Festiva was designed to balance a number of driving characteristics in order to make it a good all-around performer. It balances engine power, for example, with the practicality of good fuel economy. Handling response is combined with riding smoothness. The steering system provides firm, precise response and a good feel of the road. The result: the performance to match the full range of your everyday driving demands. Festiva engineering features are discussed in more detail on pages 18-19.



The traction of front-wheel drive puts the combined weight of the engine and transaxle over the driving wheels.



A wide stance, along with an aerodynamic shape and well-damped, capable suspension control, offers excellent handling, stability and balance.



The 1.3 liter 4-cylinder engine provides a balanced combination of power and fuel efficiency.



Festiva's maneuverability and ease of parking make it an excellent around-town car.



A carefully tuned suspension system contributes to Festiva's surprisingly smooth ride.

Opposite page: Ford Festiva LX in Graphite Clearcoat Metallic. Shown with optional aluminum wheels (see your dealer for availability).

FESTIVA LX ENVIRONMENT



Ford Festiva's ergonomically designed passenger compartment provides spaciousness normally associated with larger cars. Front occupants enjoy an elevated, "command" seating position, while rear passengers experience an unexpectedly roomy seating area. Festiva proves, at least in the case of automobiles, that "small" is a relative term.

LX comfort begins with reclining front low-back bucket seats with headrests. In the rear are convenient split fold-down rear seats (detailed on pages 14-15). All are upholstered in soft cloth. The floor is covered with color-keyed carpeting.

The full-length LX door trim includes cloth inserts and convenient map pockets. All interior roof pillars are completely trimmed. Under the instrument panel, there's a handy console. In back, a finished cargo cover conceals the contents of the luggage compartment from view. Ventilation is enhanced by the opening rear quarter windows. And entertainment is provided by the electronic AM/FM stereo radio which also includes a digital clock.

There are also thoughtful Festiva "extras" like a rear window defroster, under seat stowage tray, instrument panel coin bin, day/night rearview mirror, courtesy lamps and cargo lamp, cigarette lighter and rear seat



The rear quarter windows can be opened for added ventilation and an "open air" feeling.

ashtray. And LX premium sound insulation helps keep unwanted street noise out in the street.

Festiva proves that a carefully designed interior can mean big gains in passenger comfort.



The front console is handy for storing small items like sunglasses and parking stubs.



Door map pockets are convenient holding places for all kinds of small stowables.



An under seat stowage tray is still another example of Festiva's convenience-oriented interior design.

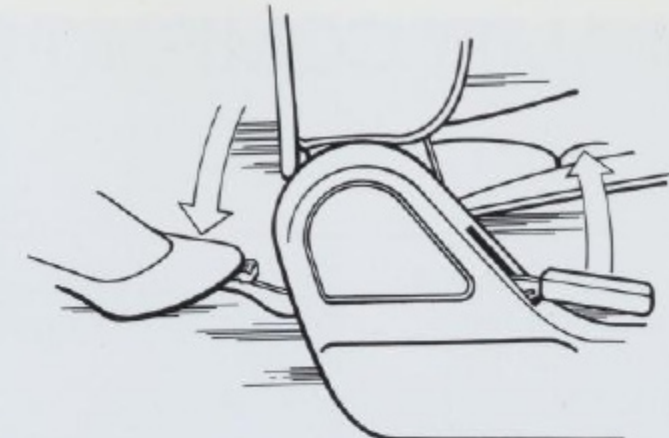
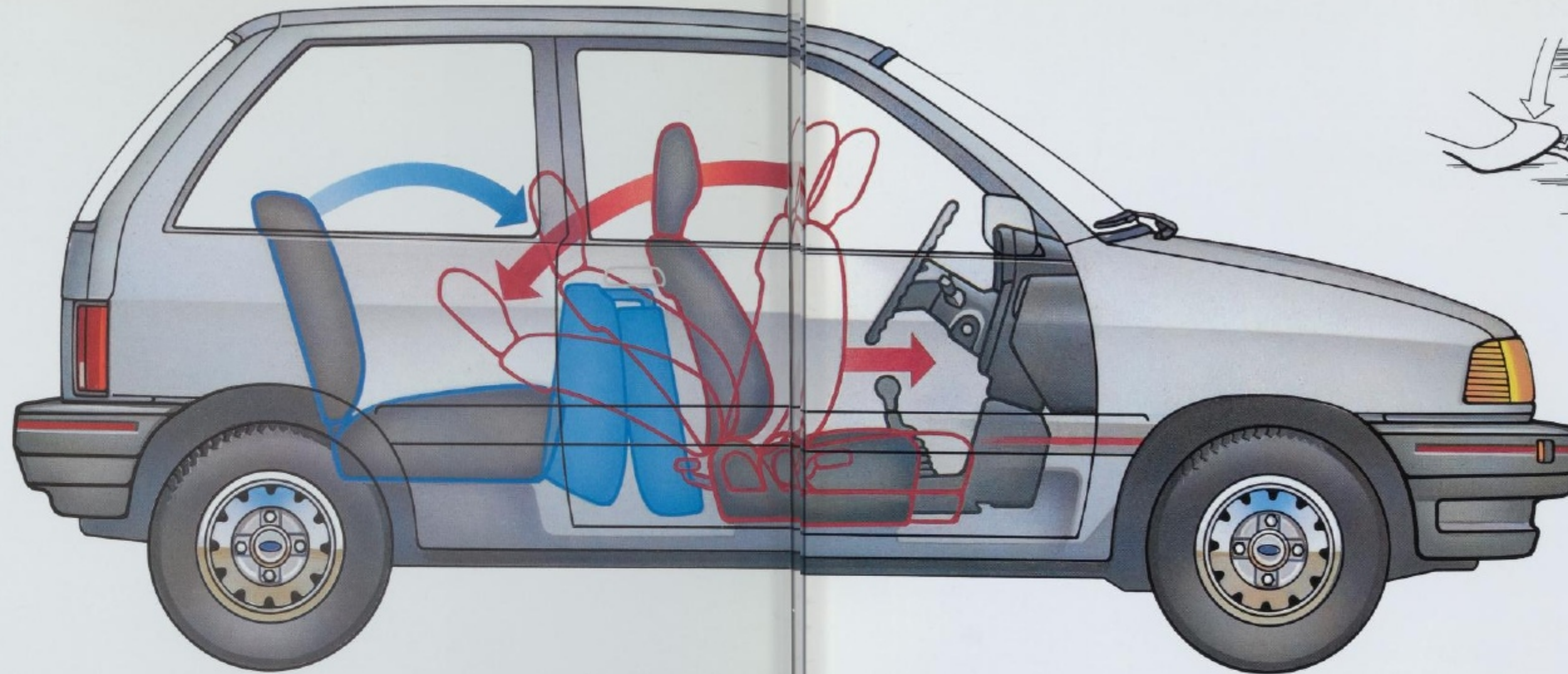
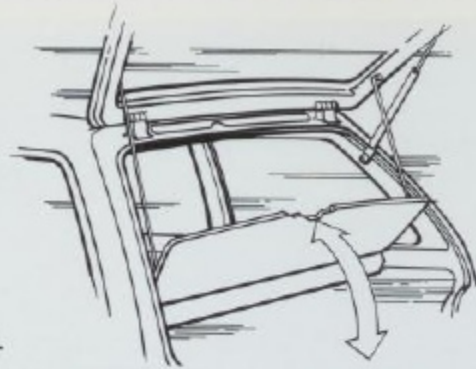


Festiva's glove box opens wide for easy access.

Interior spaciousness is a predictable concern for a car with Festiva's exterior dimensions. Here's where the total design package (front-wheel drive, suspension and interior compartment) really pays off. Festiva rates an EPA Interior Volume Index of 98.4 cubic feet. And if numbers seem a bit too abstract, think of it this way: Festiva is roomier than many cars which are larger on the outside.

Festiva also offers a lot of different ways to take advantage of all that space. For instance, lifting the lever or depressing the pedal on the lower rear of the front passenger seat causes it to track all the way forward, allowing rear seat passengers unobstructed entry and exit. Once the rear passengers are seated, the front seat slides easily back into place.

And Festiva allows a great deal of passenger/cargo flexibility. Both front seat backs fully recline and adjust



to any angle (high-back with L, low-back with LX). With the L model, the rear seat back folds forward for added cargo, and then the entire seat assembly folds up against the front seat backs for even more space.

The LX model features a split-fold rear seat. Fold one seat back forward separately for extra cargo space with a rear passenger. Fold both forward when cargo takes precedence. Or, as with the L, fold the entire seat up and forward for maximum cargo capacity.

Also with LX, a convenient cargo cover conceals the luggage area when the rear seat is up.



The Festiva front passenger seat tracks all the way forward for easy rear passenger entry/exit. Both front seat backs recline at any angle for driver and passenger comfort.



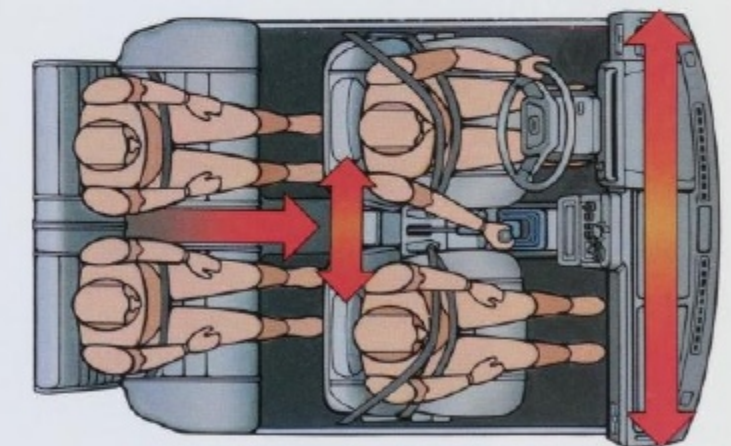
LX split-fold rear seat allows either seat back to be folded forward individually...



...or allows both seat backs to be folded forward together (in the same way the L model's single rear seat back folds down).



In both L and LX, the entire seat assembly can be folded up toward the front seat backs for maximum cargo capacity and a flat load floor.



Festiva's generous 98.4 cubic foot interior compartment is its hallmark. It's actually roomier than many cars with larger exterior dimensions.

FESTIVA L: QUALITY, COMFORT AND MORE

Festiva L is a pleasing combination of quality, comfort, capability and value. The Ford quality commitment can be seen throughout, and especially in the careful attention to fit and finish detail.

There's quality under the hood, too. Like all Ford cars, Festiva is covered by Ford's 6-year/60,000-mile powertrain warranty (see page 21).

And quality is reflected in Festiva's 6-year/100,000-mile corrosion warranty (page 21) as well as in its 5-mile-per-hour bumpers. These bumper systems are designed to help protect lamps, cooling system, exhaust and other body components in the event of a minor impact. While some manufacturers equip their cars with bumpers that just meet the 2-1/2 mph federal standard, Festiva and every other Ford car are equipped with bumpers designed to absorb impacts of 5 mph.

In addition to its quality, Festiva L comes prepared for serious driving. The inherent benefits



Festiva L's rear seating area converts for plenty of cargo by folding the rear seat all the way to the front seat backs.

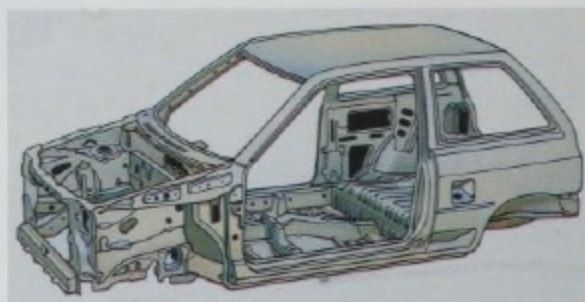
of front-wheel drive are enhanced by road-gripping 145/SR12 steel-belted radial tires and power front disc/rear drum brakes. The smooth-riding MacPherson strut front suspension includes a stabilizer bar for added control.



5-mile-per-hour bumpers help protect body components in the event of a minor impact.

And Festiva L offers a standard equipment list that translates into real value for the money. Outside are semi-styled steel wheels and wide bodyside moldings. The security of a locking fuel filler door is coupled with the convenience of a tethered gas cap.

The spacious interior features cloth trim for the reclining high-back front buckets and flip-fold rear seat. The rear quarter windows open for enhanced ventilation and an AM radio is standard. Other interior appointments include an inside hood release, side window demisters, courtesy lamps, color-keyed carpeting and a handy instrument panel coin bin.



Festiva's corrosion protection warranty is for 6 years or 100,000 miles (see page 21).

The L model also features a maintenance-free battery, as well as fuel and water temperature gauges. For a complete list of standard features, see page 20.

Dollar for dollar and cubic foot for cubic foot, Festiva L invites comparison.

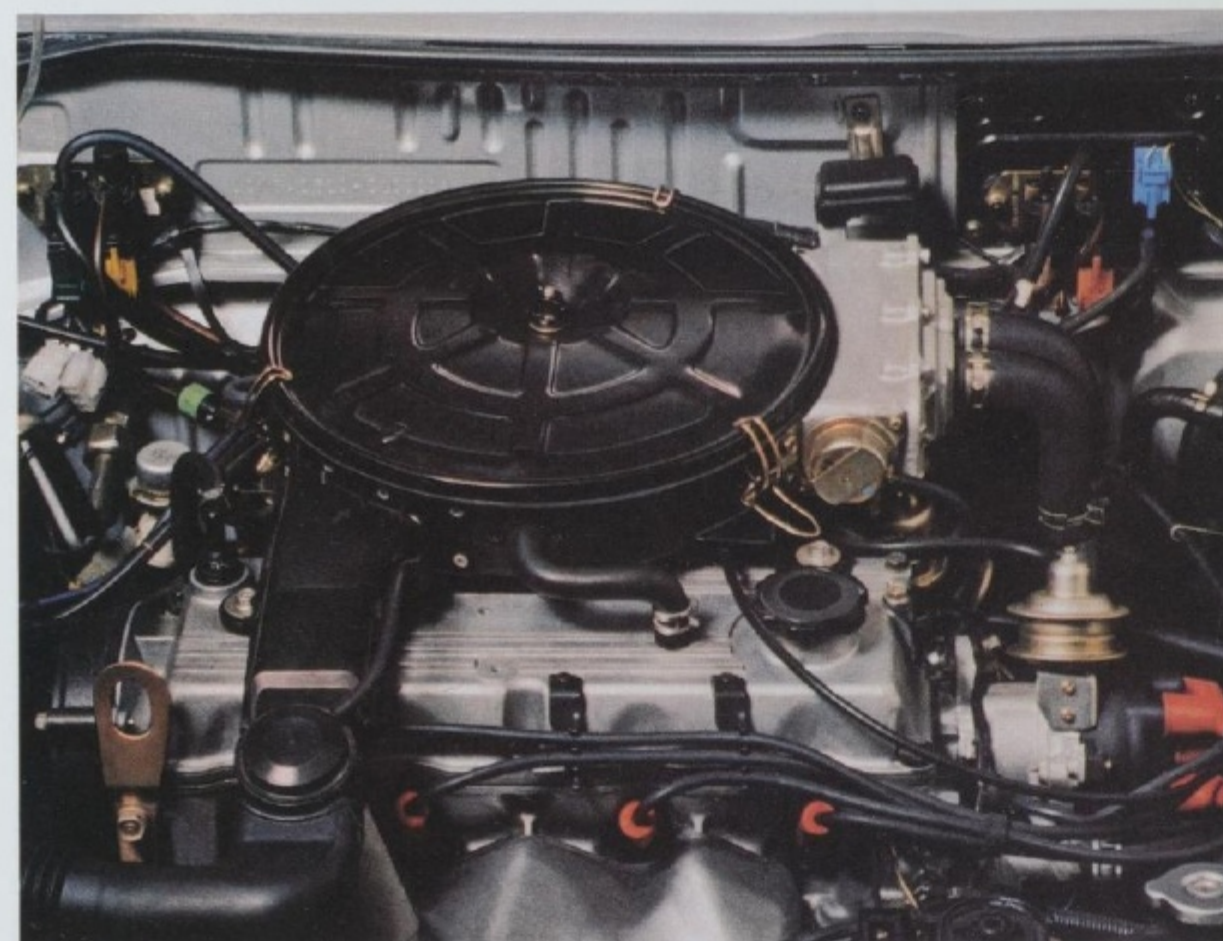


Festiva L shown in Graphite Clearcoat Metallic.

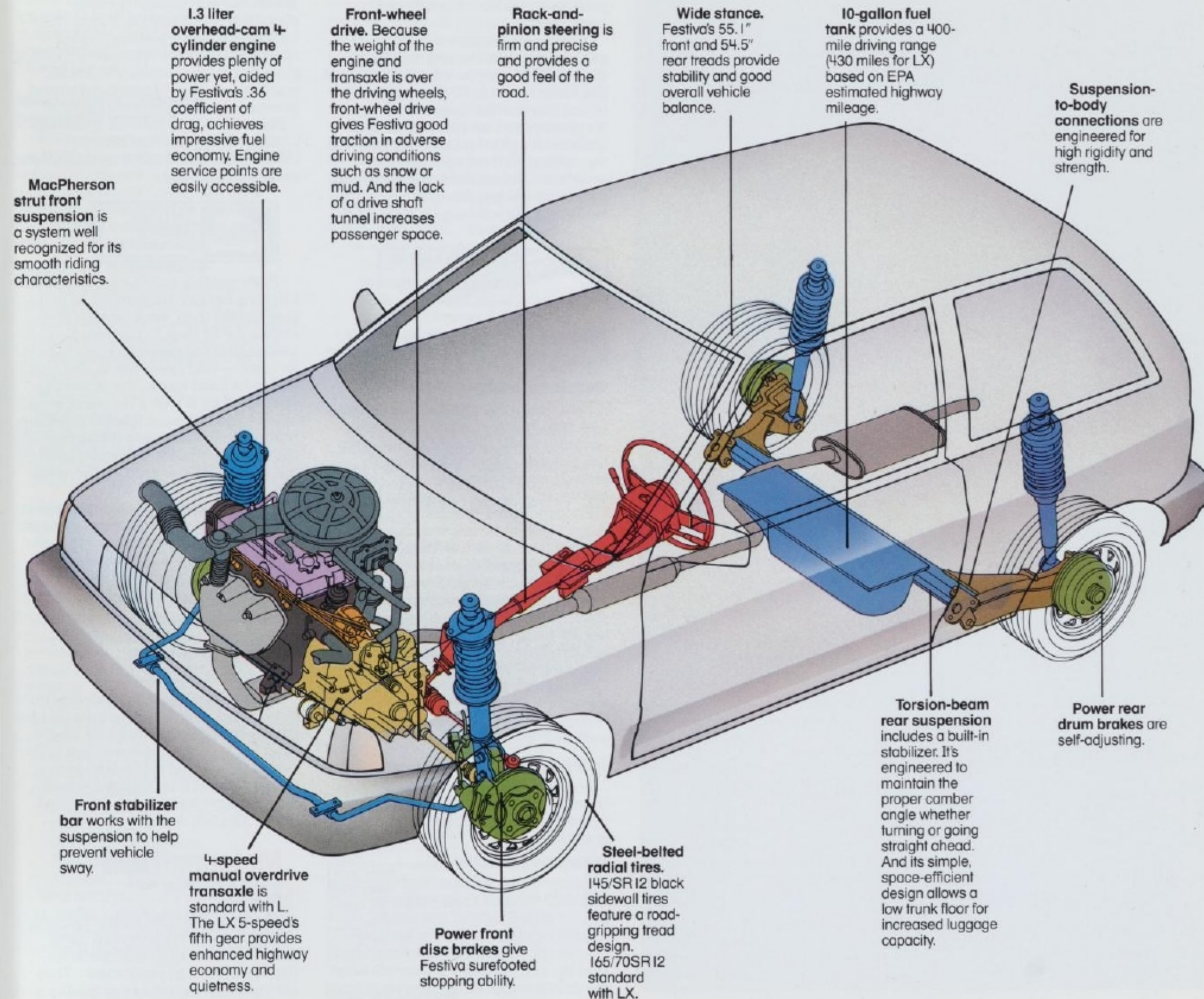
FESTIVA ENGINEERING: LOOKING AT THE TOTAL CAR

Automotive engineering systems are closely inter-related. Whether a car has front- or rear-wheel drive not only affects traction, but can also influence how much interior space it can offer. The suspension, which primarily determines the way a vehicle handles on the road, also plays a big role in determining ride smoothness.

Ford Festiva is engineered to make the most of these interrelationships. For example, the steering system incorporates a rack-and-pinion design. The response of rack-and-pinion steering is firm and precise while providing a good feel of the road. The suspension system delivers responsive performance without abandoning riding comfort. And Festiva's wide stance, while providing handling agility and balance, also makes a contribution to the roominess of the interior compartment. Festiva is the result of quality componentry from Ford's worldwide resources and the careful weighing of engineering benefits.



Festiva's engine compartment is designed for easy accessibility to routine service points.



FESTIVA STANDARD FEATURES

• = Standard ■ = Optional

	Festiva L	Festiva LX
Engineering		
1.3 liter engine	•	•
4-speed manual overdrive transaxle	•	•
5-speed manual overdrive transaxle	•	•
Rack and pinion steering	•	•
MacPherson strut front suspension with stabilizer bar	•	•
Torsion beam rear suspension	•	•
Power front disc/rear drum brakes	•	•
Maintenance-free battery	•	•
145/50SR12 BSW steel-belted radials	•	•
165/70SR12 BSW steel-belted radials	•	•
Dual horns	•	•
Sound insulation package	•	•
Exterior		
Opening rear quarter windows	•	•
Aerodynamic halogen headlamps	•	•
Black windshield wipers, windshield molding and door handles	•	•
Bright lock cylinders	•	•
Tethered gas cap	•	•
Locking fuel filler door	•	•
Grey bumpers with integral side extensions	•	•
Wide bodyside moldings	•	•
Bright bittersweet bumper and bodyside molding accent stripe	•	•
4.0" semi-styled steel wheels/hub covers	•	•
4.5" semi-styled steel wheels/hub covers	•	•
Tinted glass	•	•
Dual electric remote-control mirrors	•	•
Interior		
Cloth upholstery	•	•
Reclining high-back bucket seats	•	•
Reclining low-back bucket seats with headrests	•	•
Flip-fold rear seat	•	•
Split fold-down rear seat	•	•
Fuel and water temperature gauges	•	•
Tachometer/trip odometer	•	•
Headlamps-on alert	•	•
AM radio	•	•
Electronic AM/FM stereo radio/digital clock	•	•
Interval windshield wipers	•	•
Tilt steering column	•	•
Urethane soft-feel steering wheel	•	•
Console	•	•
Color-keyed vinyl door trim	•	•
Full door trim with cloth inserts	•	•
Door map pockets	•	•
Day/night rearview mirror	•	•
Glove box	•	•
Inside hood release	•	•
Instrument panel coin bin	•	•
Low-effort front safety belts	•	•
Side window demisters	•	•
Courtesy lamps	•	•
Color-keyed carpeting	•	•
Color-keyed luggage compartment trim	•	•
Molded luggage compartment side trim	•	•
Cigarette lighter	•	•
Rear seat ashtray	•	•
Soft-feel shift knob	•	•
Shift indicator light	•	•
Under seat stowage	•	•
Cargo lamp	•	•
Cargo cover	•	•
Festiva options		
Aluminum wheels (see your dealer for availability)	■	■
Air conditioning	■	■
Electronic AM/FM stereo with cassette/digital clock	■	■
Electronic AM/FM stereo/digital clock	■	■
Rear window wiper/washer	■	■
Rear window defroster	■	■

Ford Motor Company strongly encourages all passengers to use their safety belts. In all Ford cars,* outboard front seat lap and shoulder belts have automatic retractors and comfort regulators. Outboard rear seat positions also have lap belts with retractors.

Ford urges the use of child and infant restraints, as required in all states. Ford's easy-to-install Tot-Guard (for children 20 to 50 pounds) and Infant Carrier (for children up to 20 pounds) are available at all Ford Dealers. If a child restraint requires a top-tether, Ford cars provide for attachment of an anchor at each rear outboard seating position.

*Escort/Lynx with motorized automatic safety belts excepted.



Ford Lifeguard Design Safety Features

Vehicle operation

□ Split diagonal hydraulic brake system with warning light □ Corrosion-resistant brake lines □ Flash-to-pass headlamps □ Turn indicator with lane-changing signal feature □ Hazard warning flasher □ Backup lamps □ Parking lamps coupled with headlamps □ High-mount stop lamp □ Two-speed windshield wipers □ Windshield washers □ Outside rearview mirror, driver's side □ Glare-reduced instrument panel, windshield wiper arms and windshield pillars □ Continuously variable control illumination intensity (instrument cluster lighting) □ Safety hood latch system □ Responsive windshield defroster system □ Tamper-resistant (non-reversing) odometer □ Speedometer with highlighted 55 mph

Anti-theft

□ Locking steering column with key buzzer (with push button for key release) □ Visible vehicle identification number

Occupant protection

□ Safety-designed front end structure □ Safety-designed roof structure □ Steel guard rails in side doors □ Safety-designed door hinges and double yoke safety door latches □ Integral lap and shoulder belts with automatic retractors for occupants of front

seats □ Seat belt fastening reminder warning light and buzzer for the driver's seat □ Lap belts with retractors for rear occupants □ Energy-absorbing steering column □ Energy-absorbing armrests and safety-designed door handles □ Energy-absorbing instrument panel with padding □ Energy-absorbing sun visors □ Energy-absorbing front seat back tops □ Self-locking seat back latches □ Head restraints for front occupants □ Safety glove box latch □ Inside yieldaway rearview mirror □ Impact-absorbing laminated safety glass windshield □ Flame-resistant interior materials □ Safety-designed coat hooks □ Safety-designed radio control knobs and push buttons



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their work on your Ford vehicle for as long as you own it. This means that the covered repair is paid for once — and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if the car is kept a lifetime. It doesn't matter where it was purchased, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal, and upholstery. Ask to see this guarantee when you visit your participating Ford Dealer.



The optional Ford Extended Service Plan covers major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost of this added protection is so moderate that it could pay for itself the first time you need it. Your Ford Dealer has full details.



Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production. They are your best assurance of quality and long-term satisfaction.



Ford Motor Credit Company is interested in helping to fill the transportation

needs of every qualified buyer of a Ford product. A participating dealer can arrange financing terms or a Red Carpet Lease® tailored to your circumstances. Ford Credit has offices conveniently located throughout the United States.

New 6-year/60,000-mile powertrain warranty

Ford's powertrain warranty covers all 1987/88 cars for 6 years or 60,000 miles, whichever comes first. This limited warranty covers all major powertrain components. Certain restrictions and deductibles apply. Ask your dealer for a copy.

Scheduled maintenance

Here are some examples of scheduled maintenance intervals for the 1988 Ford Festiva. For complete maintenance recommendations, refer to the Maintenance Schedule and Record Log.

Engine oil and filter change	each 7,500 miles or 6 months
Spark plug change	each 30,000 miles
Air filter replacement	each 30,000 miles
Engine coolant replacement	each 30,000 miles or 3 years

Ford-paid repair programs after the warranty period

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:
Ford Customer
Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these technical service bulletins and explanations for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:
Ford Customer
Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Options availability

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

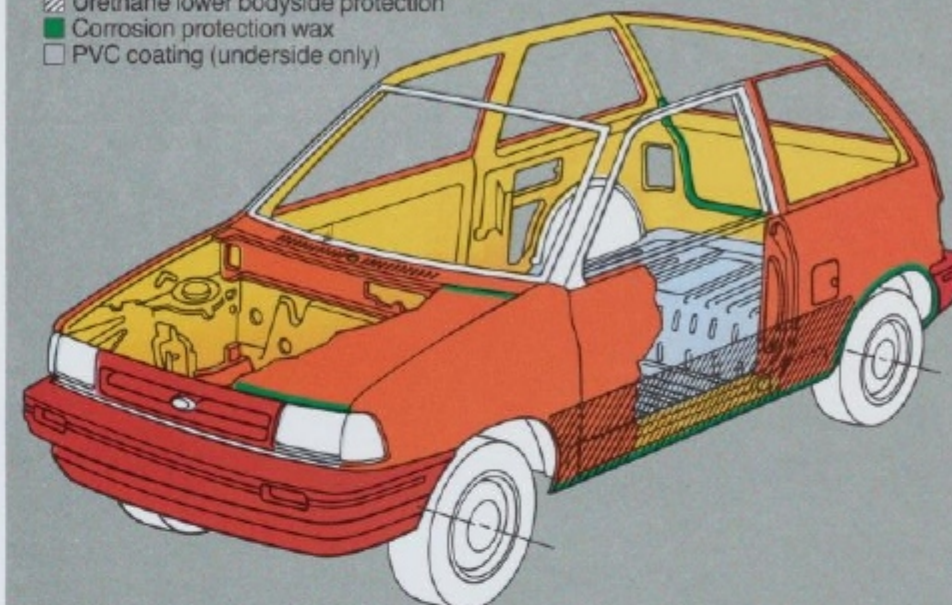
Measurements

Wheelbase	90.2"
Length	140.5"
Height	55.3"
Width	63.2"
Front tread	55.1"
Rear tread	54.5"
Cargo volume (cu. ft.)	11.7
Fuel capacity (gal.)	10.0
Curb weight (lb.)	1,713*
Passenger capacity	4

*Figure is for Festiva L.

Buy or lease a new Ford Festiva

- Plastic
- Two-sided galvanized steel
- One-sided galvanized steel
- Urethane lower bodyside protection
- Corrosion protection wax
- PVC coating (underside only)



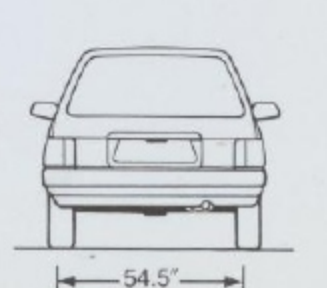
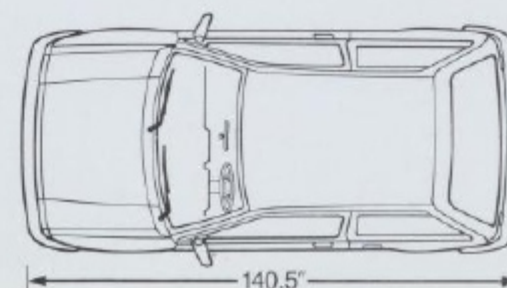
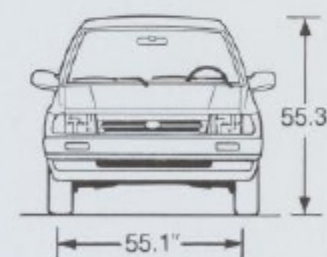
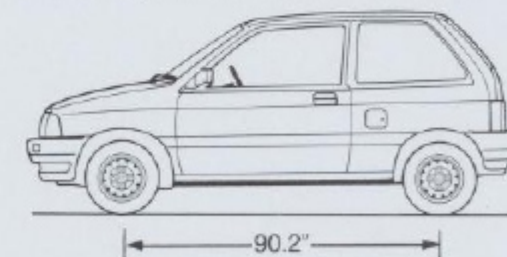
Festiva 6-year/100,000-mile corrosion protection

Festiva corrosion warranty coverage for outer body panel rust-through is 6 years or 100,000 miles, whichever comes first. See your Ford Dealer for details and a copy of this new limited warranty.

The following exterior colors are offered in combination with tan or grey interior trim except as noted:



*In L, available with grey interior trim only.
**Available only in L and with tan interior trim.



F E S T I V A

