

1990 FORD FESTIVA



FESTIVA SPIRIT

ounging at the beach, hitting the highway or negotiating crowded city streets, Festiva takes it all in stride, combining the practical concerns of economy and comfort with a carefree attitude.

Dedicated to the proposition that all small cars are not the same, its smooth shape and flared fenders give it distinctive style. A solid stance, besides giving it roadability and balance, contributes to the Festiva hallmark: interior space efficiency with practical people/cargo versatility.

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. Power front disc brakes, MacPherson strut front suspension, torsion-beam-type rear suspension, overhead-cam 4-cylinder EFI engine and 5-speed manual overdrive transaxle make it a lot of fun to drive (an automatic transaxle is optional with L Plus and LX).

The Festiva hallmark: interior space efficiency with practical people/cargo versatility.

Festiva also provides the expected small-car benefits. It gets excellent gas mileage (1990 EPA estimates were not available at time of publication, see your Ford Dealer). Its 10-gallon fuel tank allows an impressive driving

range. Excellent maneuverability and ease of parking make it a natural for urban or suburban use.

FESTIVA LX

The top-of-the-line Festiva is the well-appointed LX series. In addition to its convenience-oriented interior compartment (detailed on pages 4-5), LX standard equipment includes tinted glass all around, a bright bittersweet accent stripe that runs along the bodyside and bumpers, and a luxury sound insulation package. The rear window wiper/washer is a real foul-weather friend. And the left- and right-hand outside mirrors are electrically remote controlled.



▲ Festiva LX shown in Pop Yellow.

▶ Festiva LX shown in Hot Red.



THE FESTIVA INTERIOR

Festiva's ergonomically designed interior rates an EPA passenger volume index of 86.7 cubic feet. Front occupants enjoy an elevated, "command" seating position, while rear passengers experience a surprisingly roomy seating area. And for cargo, Festiva offers unusual versatility and spaciousness. The top-of-the-line LX is Festiva interior comfort at its best.

LX CONVENIENCE

Festiva LX instrumentation, both in terms of visibility and accessibility, is an excellent example of applied ergonomics. The instrument cluster, which includes the tachometer and trip odometer, is

The top-of-the-line LX is Festiva interior comfort at its best.

designed to be quickly and easily read. The urethane soft-feel steering wheel is comfortable to grip. The horn is located in the wide spokes and can be easily activated with both hands firmly on the wheel. And the tilt steering column can be adjusted for driver comfort.

Demisters help keep the side windows from fogging in inclement weather. Stalk-mounted controls operate the lights, interval windshield wipers, windshield washer, turn signals and flash-to-pass, and there's an alert in the

event the headlamps are left on.

Sound from the electronic AM/FM stereo radio with digital clock can be adjusted side to side and front to back. Controls for the dual remote-control electric mirrors, rear defroster and heating/ventilation system are close at hand.

The LX split/fold rear seat pro-

vides the versatility to handle a little cargo, a lot of cargo, or long cargo and a passenger. Other LX comfort and convenience items include an upgraded sound insulation package, provision for under-seat stowage, a cargo area lamp, and a cargo cover to help keep stowables out of sight.



LX split-fold rear seat allows either seat back to be folded forward individually or allows both seat backs to be folded forward together...

...and in all Festivas, the entire seat assembly can be folded up toward the front seat backs for maximum cargo capacity and a flat load floor.

Festiva LX low-back bucket seats shown in medium grey upholstery. LX instrumentation is designed to maximize driver convenience.



FESTIVA L AND L PLUS

The Festiva L series offers a standard equipment list that translates into real value for the money with its 1.3 liter EFI engine, 5-speed manual over-drive transaxle, power brakes and steel-belted radial tires. Outside are semi-styled steel wheels and narrow 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 and vinyl trim for the reclining high-back front buckets and flip-fold rear seat. The rear quarter windows open for enhanced ventilation. Other interior appointments include an inside hood release, side window demisters, courtesy lamps, a release for the front passenger seat that facilitates rear passenger walk in, and color-keyed carpeting. Also standard: a maintenance-free battery and fuel and water temperature gauges.

The Festiva L Plus offers increased convenience, appearance and entertainment with an electronic AM/FM stereo radio with four speakers and integral digital clock, tachometer, trip odometer,

headlamp-on alert, black center pillar and door frame trim, and a rear window defroster.

The Festiva L Plus offers increased convenience, appearance and entertainment.

Also included are P165/70SR12 all-season tires, 4.5" semi-styled steel wheels with trim rings, wide bodyside moldings and full door trim with map pockets. L Plus is attractively outfitted and attractively priced.

AUTOMATIC SHOULDER BELT RESTRAINT SYSTEM

An automatic front shoulder belt restraint system is standard equipment in all Festivas. It automatically secures the front shoulder belts for the driver and passenger.

The motorized shoulder belt moves back and forth on a track located above the door. When a front door is opened, the belt is positioned forward at the front pillar and out of your way for entry.



▲ The standard automatic shoulder belt restraint system positions the belt for easy entry...



▲ ...then places it automatically across the chest and shoulder of the driver and front passenger.

Once you're seated, have closed the door and turned on the ignition, the belt moves back along the track and across your chest and shoulder. All you have to do manually is fasten your lap safety belt, which should always be worn.

When you're properly parked with the ignition off and it's time to exit, simply open the door and unfasten the lap belt. The shoulder belt automatically moves forward and out of the way. Also, there are emergency release buckles located on the motorized ends of the shoulder belts to release the belts following an accident. Audible and visual signals alert you when one or both belts have been disconnected and retracted from the emergency buckles.

Festiva's automatic shoulder belt restraint system is not intended to function alone. Use the system in conjunction with the manual lap safety belt. For the rear seat, manual shoulder and lap belts are provided.



▲ Festiva's rear quarter windows open for enhanced ventilation.



▲ Festiva L Plus shown in Bright Blue Clearcoat Metallic.

◀ Festiva L shown in Bright Silver Clearcoat Metallic.

FESTIVA CAPABILITY

ord Festiva was designed with a balance of driving characteristics to make it a good all-around performer. It balances engine power, for example, with the practicality of good fuel efficiency.* Handling response is combined with riding smoothness. The steering system provides firm, precise response and a good feel of the road. And Festiva is engineered with quality componentry from Ford's worldwide resources. The result: performance to match a full range of everyday driving demands.

FRONT-WHEEL-DRIVE TRACTION

The advantages of front-wheel drive are well known. With the weight of the engine and transaxle over the driving wheels, Festiva gets good traction in adverse driving conditions such as snow or mud. And the lack of a drive shaft tunnel increases passenger space.

FESTIVA POWER

The standard 1.3 liter overhead-cam 4-cylinder engine has plenty of pep, yet achieves impressive fuel economy. It also benefits from the advantages of multi-port electronic fuel injection (EFI). These include improved overall operation, smooth running and easier starting, even in temperature extremes.

This efficient powerplant is teamed with a 5-speed manual transaxle. The overdrive fifth gear enhances highway fuel economy. An optional 3-speed automatic transaxle is available with L Plus and LX.

FESTIVA AGILITY ON THE ROAD

Festiva's excellent driving characteristics can be attributed to

several engineering components. The rack-and-pinion steering system is firm and precise. The wide stance (55.1" front and 54.5" rear treads) contributes to good overall vehicle balance.

Festiva's suspension-to-body connections are engineered for high rigidity and strength. The MacPherson strut front suspension is a system well recognized for its

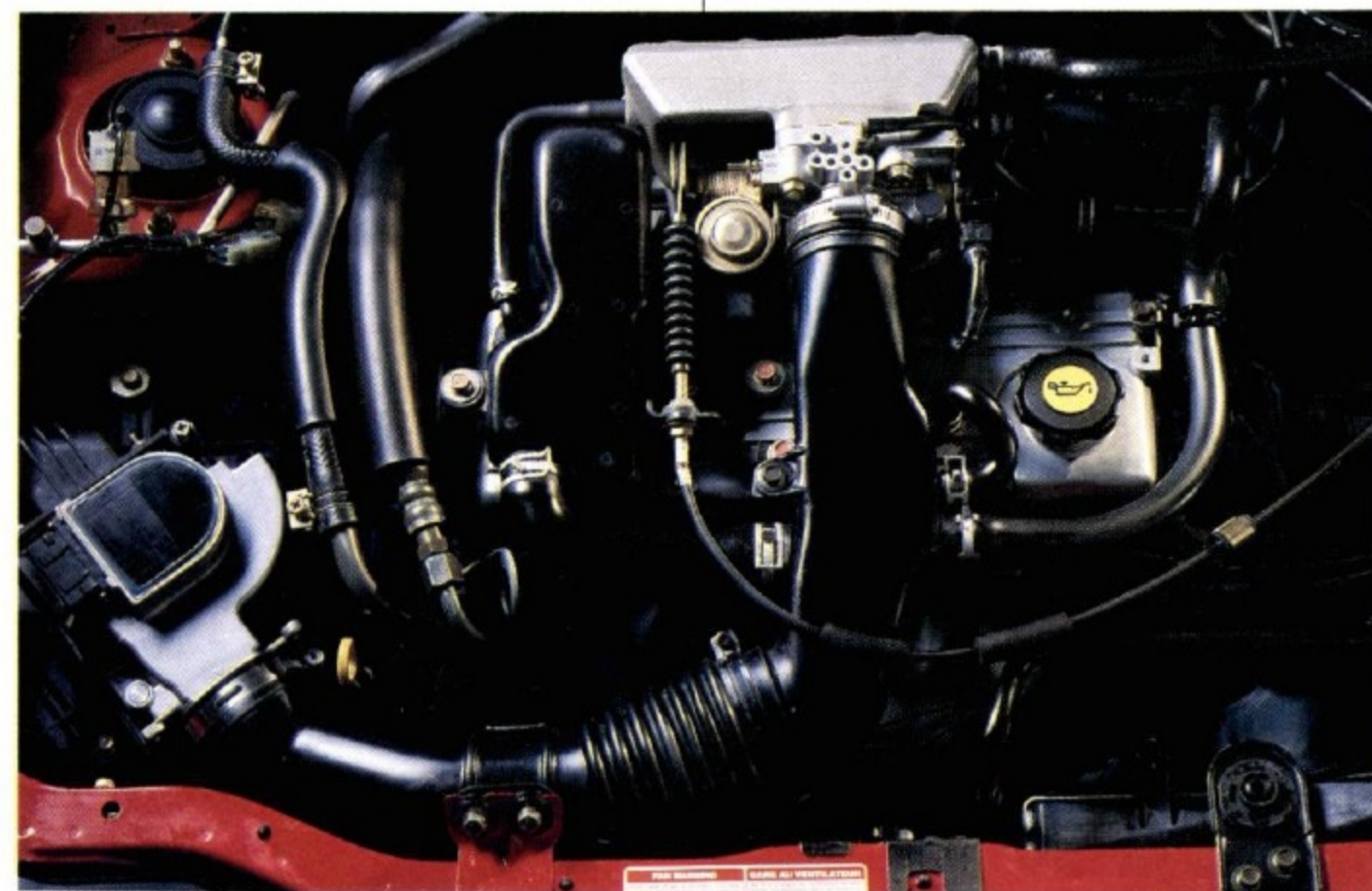
smooth riding characteristics. A front stabilizer bar works with the suspension to help reduce vehicle sway.

Performance to match a full range of everyday driving demands.

The torsion-beam-type rear suspension system has the benefit of a simple, space-efficient design that allows a low trunk floor for increased luggage capacity.

Festiva is equipped to perform well at those four all-important contact points, too. All-season P145/SR12 steel-belted radial tires feature a road-gripping tread design (P165/70SR12 standard with L Plus and LX). Power front brakes are the disc type and the power rear drum brakes are self-adjusting.

*EPA fuel economy estimates unavailable at time of printing. See your Ford Dealer for current fuel economy information.



Top: The 1.3 liter 4-cylinder EFI engine provides a balanced combination of power and fuel efficiency. Above: Festiva's 5-speed manual overdrive transaxle enhances highway economy and quietness.



An automatic transaxle is optional with L Plus and LX (LX shown).

Front-wheel drive. Because the weight of the engine and transaxle is over the driving wheels, front-wheel drive gives Festiva good traction in adverse driving conditions such as snow or mud. And the lack of a drive shaft tunnel increases passenger space.

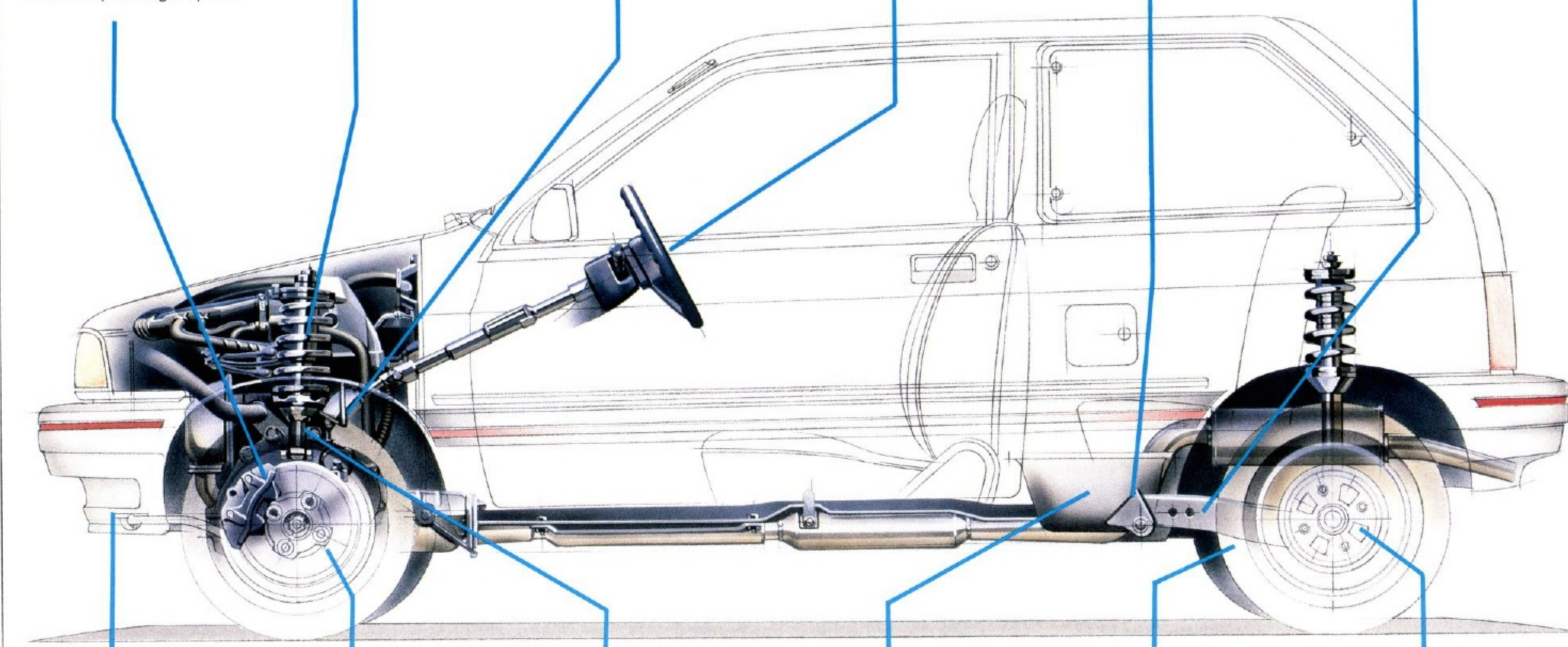
1.3 liter overhead-cam 4-cylinder engine with electronic fuel injection provides plenty of power yet achieves impressive fuel economy. Engine service points are easily accessible.

5-speed manual transaxle's fifth gear provides enhanced highway economy and quietness. An optional 3-speed automatic is available for L Plus and LX.

Rack-and-pinion steering is firm and precise and provides a good feel of the road.

Suspension-to-body connections are engineered for high rigidity and strength.

Torsion-beam-type rear suspension has a simple, space-efficient design that allows a low trunk floor for increased luggage capacity.



Front stabilizer bar works with the suspension to help reduce vehicle sway.

Power front disc brakes.

MacPherson strut front suspension is a system well recognized for its smooth riding characteristics.

10-gallon fuel tank, combined with Festiva's excellent gas mileage,* provides an impressive driving range.

All-season steel-belted radial tires. P145/SR12 black sidewall tires feature a road-gripping tread design. P165/70SR12 standard with L Plus and LX.

Power rear drum brakes are self-adjusting.



Festiva has plenty of pep, yet achieves impressive fuel economy.



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

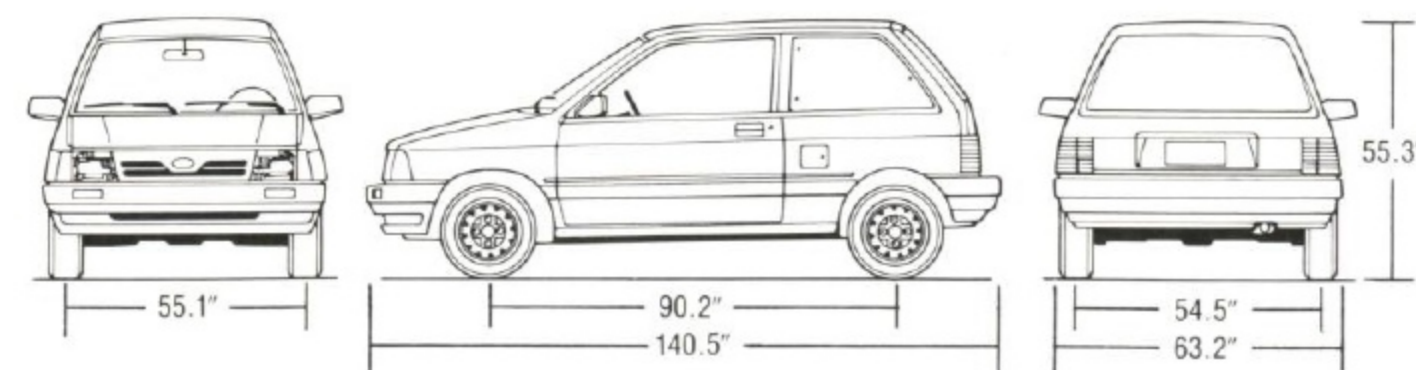


Trim exterior dimensions and precise rack-and-pinion steering contribute to Festiva maneuverability.

FEATURES, OPTIONS & SPECIFICATIONS

S = Standard O = Optional	Festiva L	Festiva L Plus	Festiva LX
Exterior			
Opening rear quarter windows	S	S	S
Aerodynamic halogen headlamps	S	S	S
Tethered gas cap	S	S	S
Locking fuel filler door	S	S	S
Grey bumpers with integral side extensions	S	S	S
Narrow bodyside moldings	S		
Wide bodyside moldings		S	S
Bright bittersweet bumper and bodyside molding accent stripe			S
Tinted glass			S
Left-hand outside rearview mirror	S	S	
Dual electric remote-control mirrors			S
Interval windshield wipers			S
Interior			
Cloth and vinyl upholstery	S	S	S
Reclining high-back bucket seats	S	S	
Reclining low-back bucket seats with headrests			S
Rear-seat passenger walk-in release	S	S	S
Flip-fold rear seat	S	S	
Split fold-down rear seat			S
Fuel and water temperature gauges	S	S	S
Tachometer/trip odometer		S	S
Maintenance-free battery	S	S	S
Dual note horn			S
Headlamps-on alert		S	S
Upgraded sound insulation package			S
Tilt steering column			S
Urethane soft-feel steering wheel			S
Console/ette	S	S	S
Color-keyed vinyl door trim	S		
Full door trim with cloth inserts		S	S
Door map pockets		S	S
Day/night rearview mirror	S	S	S
Glove box	S	S	S
Inside hood release	S	S	S
Automatic front shoulder belt restraint system	S	S	S
Manual 3-point rear shoulder belts	S	S	S
Side window demisters	S	S	S
Courtesy lamps	S	S	S
Color-keyed carpeting	S	S	S
Color-keyed luggage compartment trim	S	S	S
Cigarette lighter	S	S	S
Rear seat ashtray	S	S	S
Soft-feel shift knob	S	S	S
Under seat stowage			S
Cargo lamp			S
Cargo cover			S
Festiva Options			
Manual air conditioning		O(1)	O
Automatic transaxle		O	O
Rear window defroster	O	S	S
Electronic AM/FM stereo radio with integral digital clock	O	S	S
Electronic AM/FM stereo radio with cassette tape player and integral digital clock	O	O	O
Power steering		O	O
Rear window wiper/washer	O	O	S
Aluminum wheels		O	O

(1) Includes tinted glass.



COLORS AND TRIMS

Exterior Paint Colors	Interior Trim Colors	
	Medium Grey	Light Sandalwood*
Surf Blue	X	X
Hot Red	X	X
Pop Yellow	X	X
White	X	X
Bright Blue Clearcoat Metallic	X	X
Bright Silver Clearcoat Metallic	X	X

*Not available with Festiva L.

SPECIFICATIONS

Engine type	1.3 liter in-line OHC 4-cylinder with electronic fuel injection
Compression ratio	9.0:1
Fuel tank	10 gallons
Transaxle	5-speed manual overdrive; 3-speed automatic available (L Plus and LX)
Front suspension	Independent MacPherson strut; strut-mounted coil springs, track control arm and stabilizer bar
Rear suspension	Torsion beam type with strut-mounted coil springs
Steering	Manual rack-and-pinion, 20:1 ratio; power available (L Plus and LX)
Brakes	Power front disc/rear drum
Wheels	4.0" semi-styled steel (L); 4.5" semi-styled steel with trim rings (L Plus and LX)
Tires	All-season steel-belted radial; P145/SR12 (L); P165/70SR12 (L Plus and LX)

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.)	26.5*
Fuel capacity (gal.)	10.0
Passenger capacity	4

*With rear seat down. 11.7 cu. ft. with rear seat up.



▲ Top: The electronic AM/FM stereo radio with cassette tape, 4 speakers and integral digital clock is optional with all Festivas. Above: Air conditioning is optional, available with L Plus and LX.



▲ The rear window defroster is standard with L Plus and LX, optional with Festiva L.

SAFETY AND OWNER BENEFITS

Ford Motor Company strongly encourages all passengers to use their safety belts. In Festiva for 1990, an automatic front shoulder belt restraint system is standard in all models.



Ford also 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) is available at all Ford Dealers. If a child restraint requires a top- tether, Ford cars provide for attachment of an anchor at each rear seating position.

FORD LIFEGUARD DESIGN SAFETY FEATURES

Vehicle operation

□ Split service hydraulic brake system with warning light □ Corrosion-resistant brake lines □ Flash-to-pass headlamps □ Turn indicator with lane-changing signal feature □ Hazard warning flasher □ Side marker lamps □ 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 □ Uniform transaxle shift quadrant with safety starting switch (on all cars with automatic transaxles) □ Clutch or neutral interlock for starter motor (on cars with manual transaxles) □ Continuously variable control illumination intensity (instrument cluster lighting) □ Safety hood latch system □ Responsive windshield defroster system □ Tamper-resistant (non-reversing) odometer □ 55-mph highlighted speedometer □ Impact-activated fuel pump shut-off switch for electronic fuel-injected engines

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 □ Automatic shoulder belt system with manual lap belts for front seating positions □ Visual and audible seat belt fastening reminders for the driver's seat □ Lap/shoulder belts with automatic retractors for rear seating positions □ Energy-absorbing steering column and steering wheel □ 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

Anti-theft

□ Locking steering column with audible key reminder □ Visible Vehicle Identification Number (VIN) □ Inside hood release

6-YEAR/60,000-MILE POWERTRAIN WARRANTY

Covers you and future owners, with no transfer cost, for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Ask your dealer for a copy.

6-YEAR/100,000-MILE CORROSION PROTECTION

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

SCHEDULED MAINTENANCE

Here are some examples of normal scheduled maintenance intervals for the

1990 Ford Festiva. For complete 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

DAMAGE RESISTANCE

Ford equips Festiva with impact-resistant front and rear bumpers that meet the damageability requirements of the Federal Bumper Standards at 5-mph (exceeding the Standards' 2½-mph requirement).

FORD DEALER QUALITY COMMITMENT

The Ford Quality Commitment extends beyond the factory to every facility where Ford products are sold worldwide. Your dealer knows that making your satisfaction his top priority is part of the total team effort. To him, "Quality is Job 1" means putting the customer first.



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their customer-paid work on your Ford vehicle for as long as you own it. A covered repair is paid for once. If it ever has to be fixed again, the repairing dealer will fix it free. Ask to see the Lifetime Service Guarantee when you visit your participating Ford Dealer.



Optional Ford Extended Service Plans cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.



QUALITY REPLACEMENT PARTS FROM FORD

Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production.



The leasing alternative is available to qualified lessees through your participating Ford Dealer, who can arrange a Red Carpet Lease® tailored to your circumstances through Ford Credit. A wide variety of financing plans are also available.

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.

Have you driven a Ford...lately?

