

1991

FORD FESTIVA



FESTIVA SPIRIT

In the first place, Festiva doesn't look like what you might expect an economical car to look like. Its smooth shape and flared fenders give it distinctive style. It doesn't feel like one either. A solid stance gives it impressive road manners and balance. And its roominess is truly surprising. Comfort is very much Festiva.

So is fun. Lounging at the beach, hitting the highway or negotiating crowded city streets, solid engineering gives Festiva its decidedly carefree attitude. After all, nowhere is it written down that an economical car has to act like one.

Nevertheless, one of the reasons front-wheel-drive Festiva is a great choice in a small car is that it offers so much transportation for the dollar, as evidenced by its extensive standard equipment list.

And by the way it provides the expected small-car benefits. It gets excellent gas mileage (1991 EPA estimates were not available at time of publication, see your Ford Dealer). Good mileage, combined with a 10-gallon fuel tank, allows an extensive driving range which comes in handy on longer trips or commutes.

For those who want a little extra in the way of comfort, the high series Festiva is the well-appointed GL. In addition to its convenience-oriented interior compartment (detailed on pages 4-5), GL standard equipment includes a rear window wiper/washer, body-color bumpers and narrow bodyside moldings, black accent treatment on the center pillar and door frames, 4.5" color-keyed semi-styled steel wheels, and dual outside rearview mirrors.



Festiva GL shown in White.



*Festiva GL
shown in Hot Red.*

THE FESTIVA INTERIOR

Festiva's ergonomically designed interior rates an EPA passenger volume index of 86.1 cubic feet. Front occupants enjoy an elevated, "command" seating position, while rear passengers experience surprising roominess. And for cargo, Festiva offers unusual versatility and spaciousness.

The instrument cluster, which includes fuel and water temperature gauges, is designed to be quickly and easily read.

The 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.

The reclining high-back bucket seats and flip-fold rear seat are trimmed in cloth and vinyl. The door trim panels have integral armrests. There's a spacious glovebox, a day/night rearview mirror, and a "soft feel" gearshift knob for the transaxle. The rear quarter windows open for enhanced ventilation.

Demisters help keep the side windows from fogging in inclement weather. Stalk-mounted controls operate the lights, wipers, windshield washer, turn signals and flash-to-pass. Controls for the heating/ventilation system are close at hand.

Other interior appointments include an inside hood release, courtesy lamps, a release for the front passenger seat that makes it easier for passengers to get in the back seat, and color-keyed carpeting.

Festiva GL has comfort and convenience extras that add to the pleasure of driving. The seats are trimmed with premium cloth upholstery. Full door trim includes cloth inserts and map pockets. Rear pillars are fully trimmed and a cargo cover is provided. Sound from the AM/FM stereo radio with digital clock can be adjusted side to side and front to back.

Festiva GL interior shown in Medium Grey.



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

FESTIVA L

The Festiva L series offers a standard equipment list that translates into real value for the money with its 1.3 liter SOHC 4-cylinder engine with electronic fuel injection, 5-speed manual overdrive transaxle, rack-and-pinion steering, power brakes, all-season steel-belted radial tires and maintenance-free battery.

Exterior standard features include aerodynamic halogen headlamps, 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 (detailed on pages 4-5) includes an automatic front shoulder

belt restraint system which 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. 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. They allow release of the shoulder belt if the retractor remains locked after a collision. Audible and visual signals alert you when one or both belts have been disconnected and retracted from the emergency buckles.

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

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. All they have to do is buckle their lap belts.



Festiva L shown in Bright Silver Clearcoat Metallic.



Festiva L shown in Bright Blue Clearcoat Metallic.



Festiva's rear quarter windows open for enhanced ventilation.

CAPABILITY AND CONFIDENCE

Ford 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 (EPA fuel economy estimates unavailable at time of printing). 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.

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's 1.3 liter SOHC 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 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.



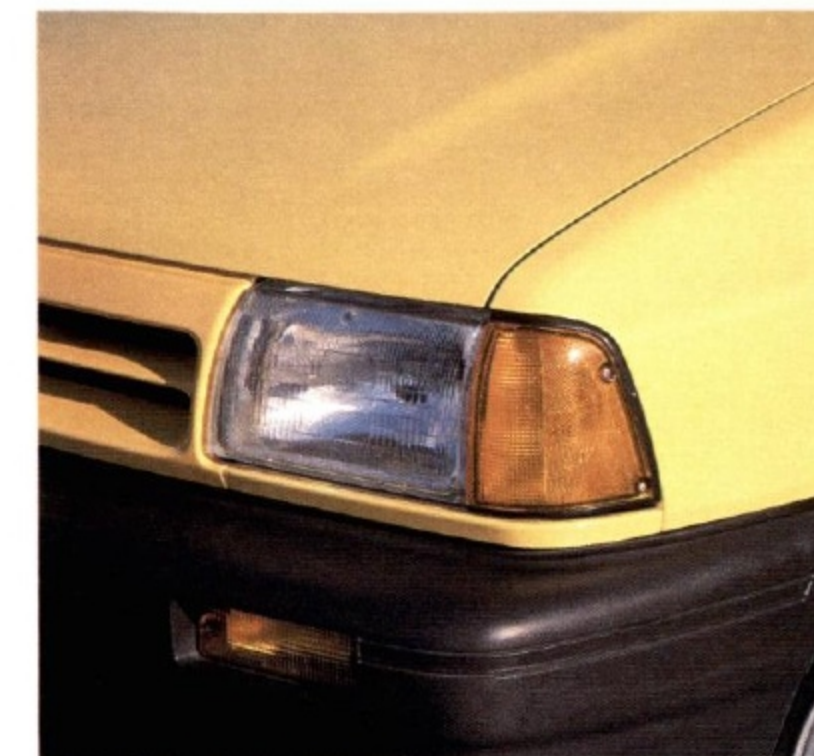
A wide stance, along with well-damped, capable suspension control, offers excellent handling and balance.



Trim exterior dimensions contribute to maneuverability and ease of parking.



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



Festiva's halogen headlamps are aerodynamically styled — nice to look at as well as look with.

The convenience of an optional 3-speed automatic transaxle is available with GL.

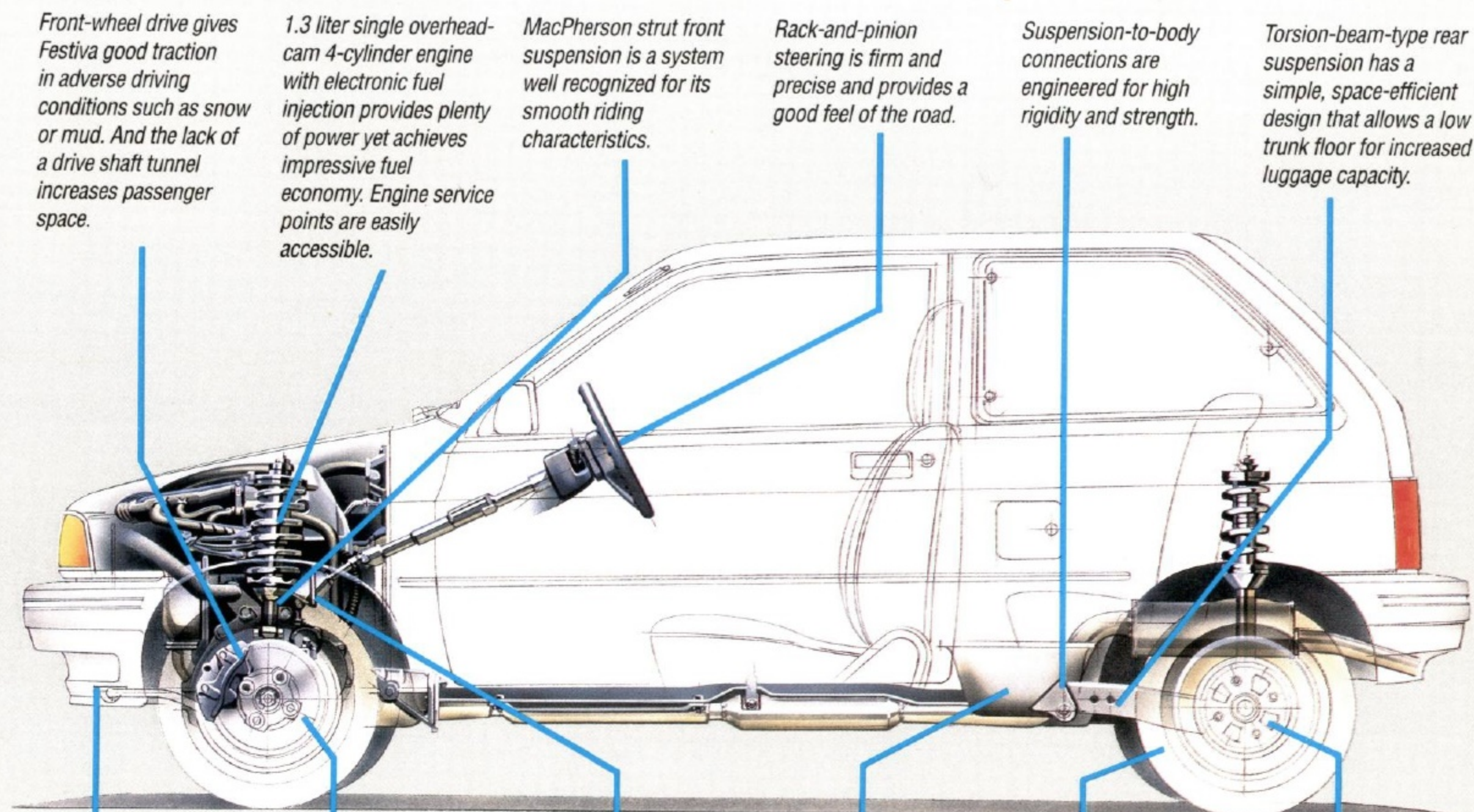
Festiva's excellent driving characteristics can be attributed to several engineering components. The rack-and-pinion steering system is firm and precise. The wide stance (55.1" front and 54.5" rear treads) contributes to good vehicle balance.

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 sway.

All-season 145/SR12 steel-belted radial tires feature a road-gripping tread design (165/70SR12 standard with GL). Power front brakes are the disc type and the power rear drum brakes are self adjusting.

FESTIVA ENGINEERING

Festiva's 5-speed manual overdrive transaxle enhances highway economy and quietness. Below: An automatic transaxle is optional with the GL series.



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

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

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.

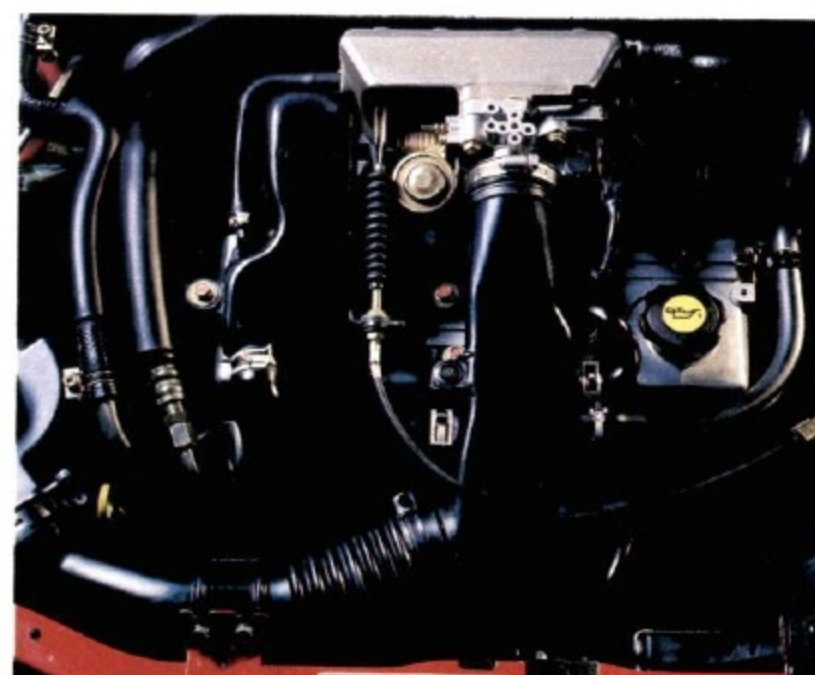
Power front disc brakes.

5-speed manual overdrive transaxle's fifth gear provides enhanced highway economy and quietness. An optional 3-speed automatic is available with GL.

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

All-season steel-belted radial tires. 145/SR12 black sidewall tires feature a road-gripping tread design. 165/70 SR12 standard with GL.

Power rear drum brakes are self-adjusting.



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

FEATURES, OPTIONS AND SPECIFICATIONS



Top: The 4-speaker AM/FM stereo radio with cassette tape is optional with all Festivas. Above: Air conditioning is optional with GL.



The rear window defroster is optional with both L and GL. Rear window wiper/washer also shown is standard with GL, optional with L.

COLORS AND TRIMS

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

* Not available with Festiva L. ** Only available with Festiva L.

SPECIFICATIONS

Engine type	1.3 liter in-line SOHC 4-cylinder with electronic fuel injection
Compression ratio	9.7:1
Transaxle	5-speed manual overdrive; 3-speed automatic available (GL)
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 (GL)
Brakes	Power front disc/rear drum

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*
Passenger capacity	4

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

	Festiva L	Festiva GL
EXTERIOR		
Opening rear quarter windows	S	S
Aerodynamic halogen headlamps	S	S
Tethered gas cap	S	S
Locking fuel filler door	S	S
Body-color grille	S	S
Grey bumpers with integral side extensions	S	S
Body-color bumpers with side extensions		S
Black windshield wipers, windshield molding and door handles	S	S
Black center pillar and door frames		S
Narrow bodyside moldings	S	
Body-color narrow bodyside moldings		S
Left-hand outside rearview mirror	S	
Dual outside rearview mirrors		S
Rear window wiper/washer	O	S
4.0" semi-styled steel wheels	S	
4.5" color-keyed semi-styled steel wheels		S
INTERIOR		
Reclining high-back bucket seats with cloth and vinyl upholstery	S	
Reclining high-back bucket seats with premium cloth and vinyl upholstery		S
Rear seat walk-in release on front passenger seat	S	S
Flip-fold rear seat	S	S
Fuel and water temperature gauges	S	S
Maintenance-free battery	S	S
Electronic AM/FM stereo radio with integral digital clock	O	S
Two-speed windshield wipers	S	S
Console	S	S
Color-keyed vinyl door trim with integral armrests	S	
Full door trim with color inserts		S
Door map pockets		S
Color-keyed floor and luggage compartment carpeting	S	S
Front and rear ashtrays	S	S
Cigarette lighter	S	S
Day/night rearview mirror	S	S
"Soft feel" gearshift knob	S	S
Glove box	S	S
Inside hood release	S	S
Automatic front shoulder belt/manual lap belt restraint system	S	S
Manual 3-point rear shoulder/lap belts	S	S
Side window demisters	S	S
Courtesy lamps	S	S
Rear pillar trim		S
Cargo cover		S
FESTIVA OPTIONS		
Air conditioning		O
Automatic transaxle		O
Rear window defroster	O	O
Rear window wiper/washer	O	S
Electronic AM/FM stereo radio with integral digital clock	O	S
Electronic AM/FM stereo radio with cassette tape player and integral digital clock	O	O
Flip-up open-air roof	O	O
Sports Appearance Package (Includes flip-up open-air roof and accent tape stripes)	O	O
Power steering		O

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.



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.

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

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.



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.

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.

