

1980 FORD

FIESTA

A product of Ford-Werke, A.G., Köln, Germany

Wundercar!



FORD FIESTA ENGINEERING

Here's where our Better Ideas
for the 80's begin:
AN INSIDE LOOK AT FORD FIESTA

Front wheel drive Fiesta . . . WUNDERCAR!

Fiesta, built by Ford of Germany, offers a combination of engineering achievements designed to deal efficiently with driving demands of today. Some of the standout features are:

(A) Modern-design front wheel drive and economical transverse-mounted 1.6 liter OHV engine* put weight over the front wheels to help improve traction, even on slippery surfaces. Also, components of the transverse-mounted engine are easily accessible for do-it-yourself† or dealer servicing.

(B) 2-bbl. Weber carburetor (the brand used in Ferrari) is calibrated for proper fuel metering to provide responsive action. In Ford acceleration tests, Fiestas averaged about 9 seconds going from 0 to 50 mph.‡

(C) Rack and pinion steering gives you direct response for handling and parking.

(D) MacPherson strut front suspension with coil springs, integral shocks. Designed for good directional stability, added driver control during handling, starts and stops.

(E) Michelin steel-belted radial tires work with front wheel drive, steering and suspension systems to provide quiet going and firm feel of the road.

(F) Manual front disc brakes are 8.7" and rear drum brakes 7.0". Dual system has warning light. Brakes and clutch are self-adjusting.

(G) Transmission, suspension, steering and front wheel bearings do not call for scheduled maintenance.

(H) See-through containers for quick fluid level checks of battery, cooling system, brake and windshield washer system.

(I) 4-speed manual overdrive floor shift transmission is fully synchronized for smooth, lively action.

(J) A nearly flat passenger compartment floor is a major feature of Fiesta's front wheel drive. With the drive-line tunnel (the "hump") all but eliminated, you have plenty of usable leg room front and rear.

(K) Fiesta's 4-passenger interior design provides 34.3" of rear seat leg room—making Fiesta a leader among most subcompact cars in the under-100" wheelbase class.

(L) Fiesta's contoured front bucket seats are designed for excellent comfort. Extensive research and development included a computer analysis of many seating positions selected by a broad spectrum of volunteers.

(M) Rear suspension combines tubular steel beam axle, coil springs, five-link location comprised of trailing arms, braced shock absorbers and track bar for smooth going, positive wheel control.

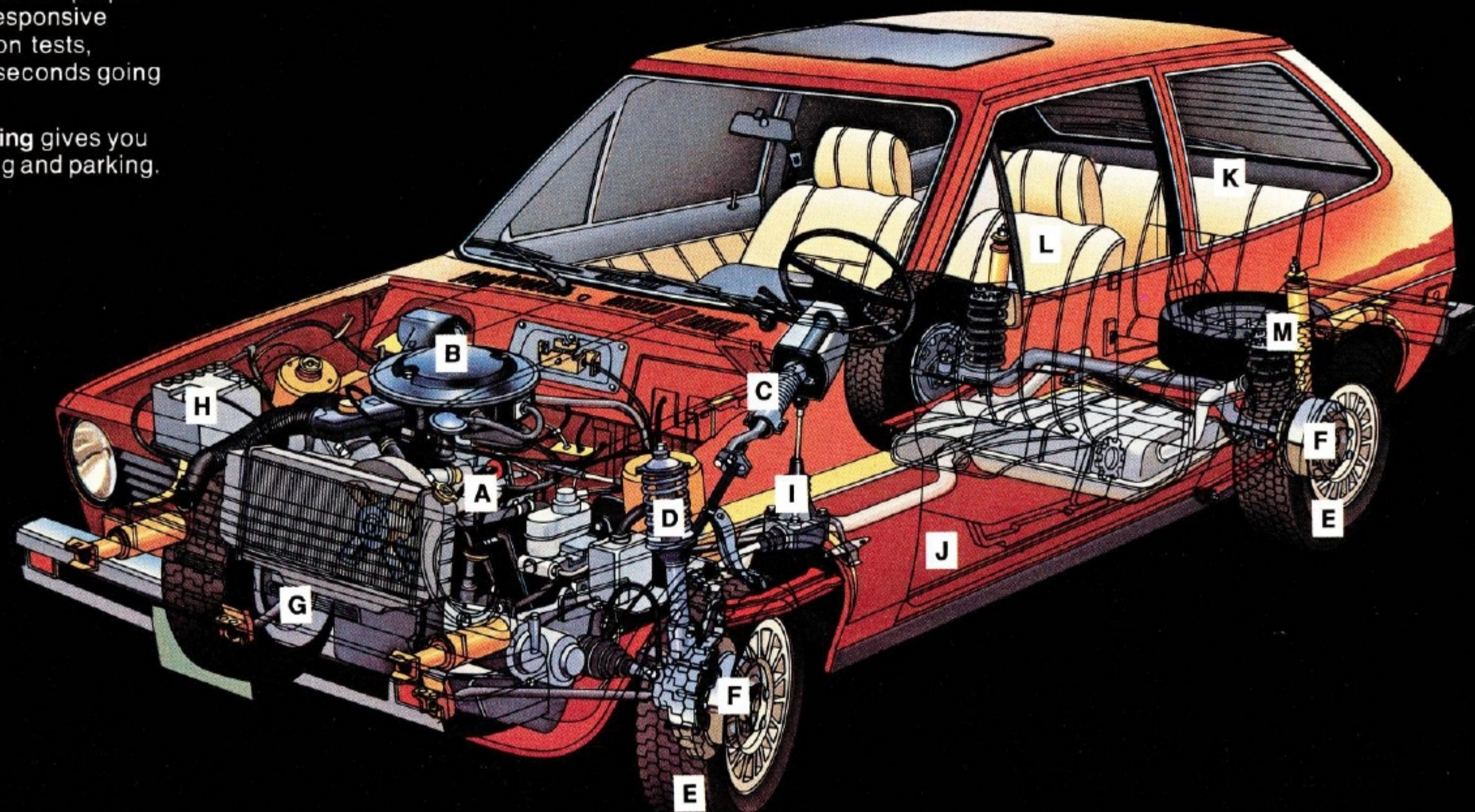
■ **7500-mile or 7½-month recommended service interval** (6 months maximum for oil/filter change), after initial 1500-mile free service stop under normal operating conditions.

■ **Quality service** can be yours at more than 5300 Ford Fiesta Dealers coast to coast . . . considerably more than most import cars can offer.

*See mileage statement on back cover.

†A Do-It-Yourself Service Guide, described on back cover, is available for those who like to do their own light repairs.

‡Based on results using 1978 models.



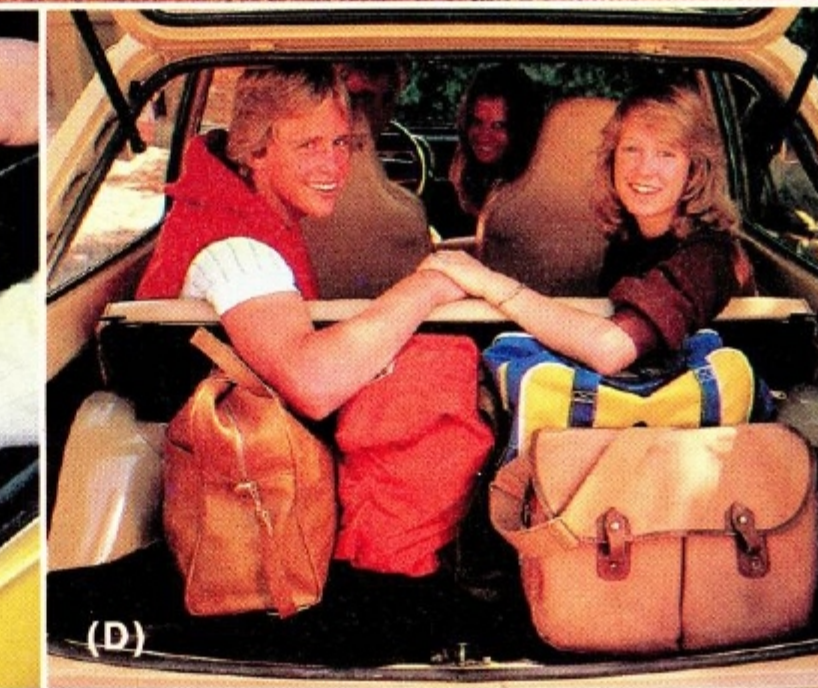
(A) Fiesta 3-Door



(B)



(C)



(D)

FORD FIESTA

Small Wonder.

Fiesta, Ford's gutsy little import, gives you everything Europe applauded. And bought. It is Europe's most successful new car in history, based on new car nameplate sales in the first 24 months. Worldwide, over 1,000,000 Fiestas have already been built!

Such popularity is easy to understand. Fiesta is designed to be a car for today and for the years to come. Trim outside dimensions, and surprising space inside to seat four adults in comfort.

On the road, Fiesta is marvelous. Front wheel drive with Michelin steel-belted radials provide surefooted traction through mud, over ice or snow. Rack and pinion steering gives you direct handling response in heavy traffic.

You'll like the transverse-mounted 1.6 liter OHV 4-cylinder engine. It's high on economy* and big on performance. Acceleration is excellent. In Ford tests, Fiestas averaged about 9 seconds from 0 to 50 mph.† That's performance!

We suggest this: discover the fun-to-drive Fiesta in a test drive. Your Ford Dealer will be pleased to arrange it.

(A) Fiesta 3-Door in Red (R). The standard model comes very well equipped. See page 6 for full details.

(B) Contoured High-Back Bucket Seats are standard in Fiesta. They're individually adjustable. Shown here in Tan all-vinyl upholstery (AB). Also available in Red and new Bitter Chocolate.

(C) Underfloor Stowage Compartment provides 0.67 cu. ft. of space to keep valuables out of sight.

(D) Fiesta's Modern Interior Design offers 34.3" of back seat leg room—making it a leader among most subcompacts, import and domestic.

Front cover: Fiesta 3-Door Hatchback with Ghia Group Option in Gold ClearCoat Metallic (H).

Note: See Notable Standard Features and Measurements on page 6, and color code reference on back cover.

Some items shown are optional. See options list on pages 6-7.

*See mileage statement on back cover.

†Based on results using 1978 models.

FORD FIESTA WITH DECOR GROUP

Luxury can be practical.

Decor Group, one of three Fiesta option groups, gives you a modest, easy way to own an economy car and enjoy luxury at the same time. Decor Group includes tasteful styling touches, comfort and convenience items in addition to the impressive list of Fiesta standard features on page 6.

Decor exterior features are: bright treatment at the windshield, rear window, side windows and belt lines. Bright outside left-hand mirror. Body-side accent stripes. Black rocker panel treatment. And that's just part of the handsome Decor package.

Look what you get inside. Fully reclining low-back bucket seats with adjustable headrests. Choice of houndstooth cloth and vinyl or solid color all-vinyl trim. Door trim panels with color-keyed vinyl, door pull handles, integral armrests. Instrument panel woodtone appliques. Cigarette lighter. Day/night inside rearview mirror. Glove box door. Package tray. Added Sound Insulation Package. Interval windshield wipers and electric washer.

To top it off, an electric rear window defroster is included. Fiesta with Decor Group. A great way to get more car for the money. See it at your Ford Dealer.

(A) Fiesta 3-Door with Decor Group, shown in Yellow (9), offers so much in the way of comfort and convenience.

(B) Decor Group Interior. Low-back, reclining bucket seats in all-vinyl or cloth and vinyl trim. Shown in new Bitter Chocolate houndstooth cloth and vinyl (1P). Also in Tan or Red.

(C) Decor Group Instrument Panel. Rich woodtone appliques add warm elegance to Fiesta's roomy interior.

(D) Fold-Down Rear Seat provides 29.0 cu. ft. of usable load-carrying capacity. Easy-lifting hatch opens to floor level for clear access to cargo area.

Note: See Notable Standard Features and Measurements on page 6, and color code reference on back cover.

Some items shown are optional. See options list on pages 6-7.



(A) Fiesta with Decor Group Option



(B)



(C)



(D)



(A) Fiesta with Sport Option



(B) Fiesta with Ghia Option



(C)



(D)



(E)

FORD FIESTA SPORT/GHIA

Fiesta with Sport Group Option . . . for just pure driving fun. Here's a car that is fun to drive in every sense of the word. And to add to your driving enjoyment, Fiesta's 1.6 liter engine delivers excellent gas mileage.*

The Sport Group's exhilarating look and feel stem, in part, from these items: sports suspension, which includes extra-wide 4.5" wheels with Michelin radials. "S" bodyside tape stripes. Bright wheel trim rings and bolts. Electric rear window defroster. Interval windshield wipers. Inside, you get: reclining low-back bucket seats, tachometer and trip odometer, brushed aluminum instrument panel appliques, and a 4-spoke steering wheel. See page 6 for a complete list.

Fiesta with Ghia Group Option . . . subtle elegance. Distinctive styling touches come, in part, from these welcome accoutrements: Decor Group Option features (except bodyside accent stripes) plus 4.5-inch wheels and Michelin radials. Vinyl insert bodyside moldings. Velour cloth and vinyl trim. 4-spoke steering wheel. Tachometer and trip odometer. Loop-pile carpeting. Carpeted package tray. For more, see page 6.

(A) Fiesta with Sport Option in Bright Red (O) with black tape stripe.

(B) Fiesta with Ghia Option in Dark Blue (X). A lot of luxury. And more.

(C) Sport Group Interior. Reclining bucket seats with adjustable headrests shown in new sport cloth/vinyl trim, Bitter Chocolate with Red accent (1H).

(D) Sport Instrument Panel, with brushed aluminum appliques, tachometer, trip odometer and international symbols.

(E) Ghia Option Interior. Reclining low-back bucket seats with adjustable headrests in Red velour cloth and vinyl upholstery (1H).

Note: See Notable Standard Features and Measurements on page 6, and color code reference on back cover.

Some items shown are optional. See options list on pages 6-7.

*See mileage statement on back cover.

FORD FIESTA NOTABLE STANDARD FEATURES AND GROUP OPTIONS

FIESTA

FUNCTIONAL

- Front wheel drive
- Transverse-mounted 1.6 liter, 4-cylinder OHV engine with electrically controlled choke
- Coolant recovery system
- 4-speed manual overdrive floor shift transmission, fully synchronized transaxle
- MacPherson strut front suspension; tubular steel beam axle/coil spring rear suspension
- Front disc/rear drum brakes
- Michelin steel-belted radial ply tires (145SR x 12BSW) on 4-in. wide wheels
- Rack and pinion steering
- Bright aluminum bumpers with rub strips and end caps
- Foot-operated windshield washer
- Quick-action, fold-down rear seat
- Steering column 3-lever system: (1) horn, turn signal, high beam, headlamp flasher (2) 2-speed wiper, flickwipe (3) parking/driving lights
- Ram-air Flow-Thru ventilation
- Inside hood release
- Instrumentation: speedometer/odometer/fuel gauge/temperature gauge
- Warning lights: oil pressure/turn indicators/high beam/generator/brake failure
- Continuous loop belts
- Open-design glove box
- Instrument panel storage shelf
- Overhead courtesy light with driver/passenger door switches and integral light switch
- Ashtrays: instrument panel and rear quarter trim panel
- Concealed stowage area under luggage compartment load floor

- Third door, gas-assist strut opener and concealed hinges
- Front air dam/rear roof spoiler
- Color-keyed vinyl coating on rocker panels

APPEARANCE AND COMFORT

- All-vinyl, high-back front bucket seats
- Passenger compartment carpeting
- Black, soft rim, two-spoke steering wheel
- Nearly flat passenger compartment floor
- Black window moldings all around
- Black grille and outside rearview mirror
- Argent road wheels

FIESTA WITH DECOR GROUP OPTION

Includes standard Fiesta features above, *plus* these important additions and/or differences:

- Fully reclining low-back front bucket seats with adjustable headrests
- Houndstooth cloth and vinyl, or solid color all-vinyl seat trim
- Door trim panels with color-keyed vinyl, door pull handles, integral armrests
- Instrument panel woodtone appliques
- Interval windshield wipers and electric washer
- Day/night inside rearview mirror
- Glove box door
- Cigarette lighter
- Package tray
- Added Sound Insulation Package
- Electric rear window defroster
- Bright windshield and rear window mylars
- Bright side window and belt moldings
- Bright outside LH rearview mirror
- Bodyside accent stripes
- Black rocker panel treatment

FIESTA WITH SPORT GROUP OPTION

Includes standard Fiesta and Decor

Group features, *plus* these additions and/or differences:

- Unique cloth/vinyl or all-vinyl seat trim
- Unique door trim and armrests
- Brushed aluminum instrument panel applique
- Tachometer, trip odometer
- 4-spoke steering wheel
- Black windshield/liftgate treatment, black paint around side windows, black LH mirror, door handles and keyhole covers
- Bodyside sport stripes
- Sports suspension
- Extra-wide 4.5" wide wheels, 145SR x 12 BSW Michelin radials
- Bright wheel trim rings and bolts

FIESTA WITH GHIA GROUP OPTION

Includes standard Fiesta features and Decor Group features (except bodyside accent stripes), *plus* these additions and/or differences:

- Velour cloth and vinyl seat trim
- Passenger compartment loop-pile carpeting
- Seat back assist straps and map pockets
- Ghia door trim and armrests
- Door storage pockets
- Instrument panel woodtone appliques
- Tachometer and trip odometer
- Ghia Group Sound Insulation Package
- 4-spoke steering wheel
- Visor vanity mirror
- Roof-mounted grab handles
- Vinyl trim on front, center and rear pillars
- Full wheelhouse trim cover
- Carpeted package tray
- Vinyl insert bodyside moldings
- Ghia ornamentation
- Third door twist lock
- Extra-wide 155 SR x 12 BSW Michelin radials on 4.5" wide wheels
- Bright wheel trim rings and bolts

FORD FIESTA OPTIONS

Add Your Personal Touch.

Audio

Ford Fiesta offers a superb selection of radios and audio equipment. All are precision engineered and built to exacting Ford quality standards.

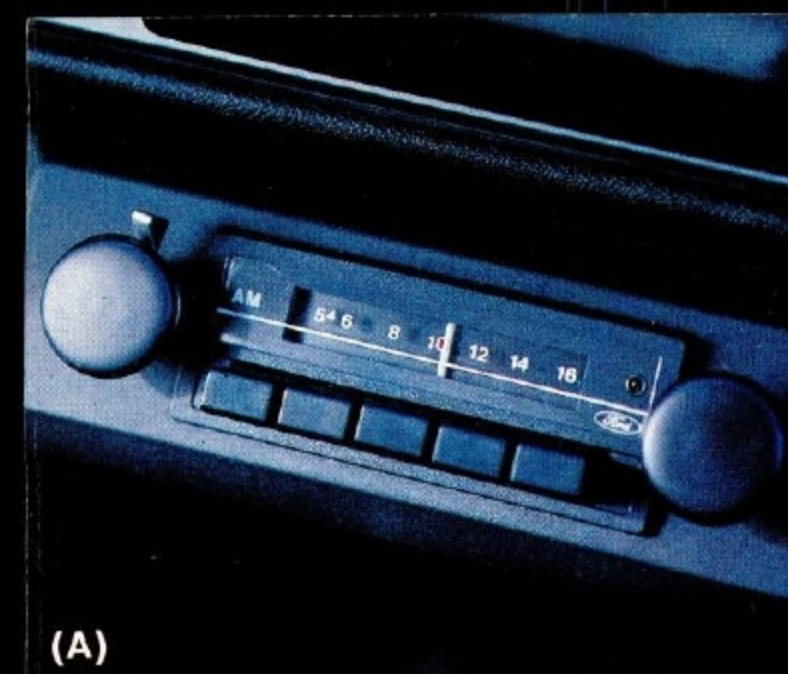
- (A) **AM Radio.** With convenient push-button tuning for your listening pleasure.
- ☐ **AM/FM Stereo Radio.** Stereo sound dimension with two rear seat speakers.
- ☐ **AM/FM Monaural Radio.** AM and FM program selections in a moderately priced radio.

Appearance and Comfort

- (B) **Movable Front Vent Windows.** Adjust easily for more ventilation when desired.
- (C) **Air Conditioning.** Cooling and dehumidifying with five movable vents, three-speed fan, and an infinite-setting temperature control dial to help add comfort.
- ☐ **Tinted Glass.** All windows. Helps reduce sun glare and heat. Recommended with air conditioning.

- (D and E) **Flip-Up Open Air Roof.** Two interchangeable panels. One glass (tinted to screen out excess solar heat), one steel (body color). Either panel may be opened to a vent position, or removed for full open air effect. When not in use, panels store in a special case, which snaps securely to the load compartment floor.

- (F) **Rear Window Wiper/Washer.** Helps clear the rear window to give you a better view of following traffic.



(A)



(B)



(C)



(D)



(E)



(F)



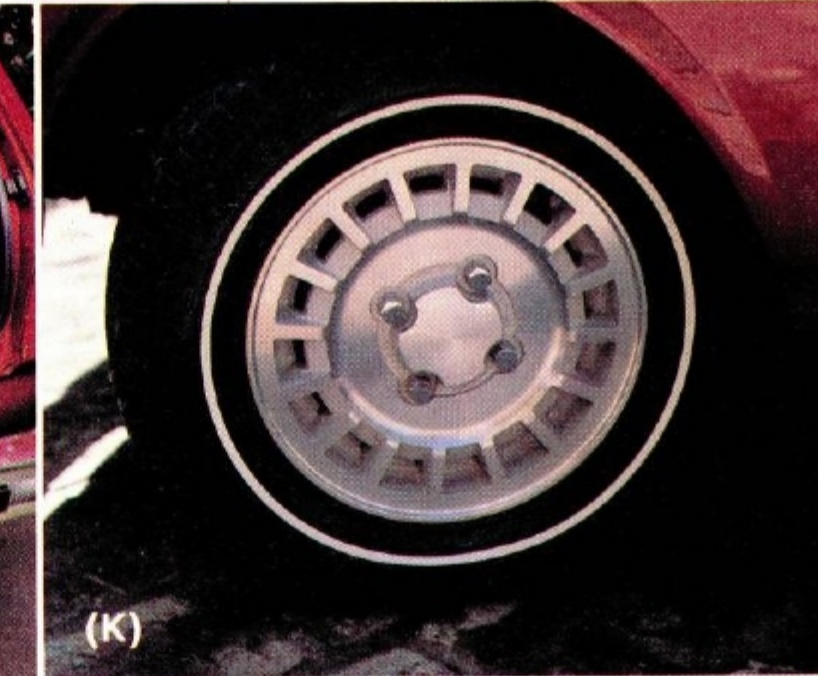
(G)



(H)



(J)



(K)



(H)

- (G) **Package Tray.** Adds shelf storage space. Included with Sport and Decor Group Options. Carpeted package tray standard with Ghia Group Option.

- (H) **Tape Stripe.** A dealer-installed accessory that adds a sporty decorative note. Shown in Black on Light Beige (P).

- (I) **Load Floor Carpet.** Provides a finished look, helps protect fine luggage.

- (J) **Vinyl Insert Bodyside Moldings** (included with Ghia Group). Help protect paint from chips or dents when parking in close quarters.

- ☐ **Electric Rear Window Defroster** (included with Decor, Sport and Ghia Group Options). Helps clear vision-hampering fog, snow or ice.

- (K) **Cast Aluminum Road Wheels (4).** Add a sporty look.

- ☐ **155SR x 12 BSW Michelin Steel-Belted Radial Ply Tires** (included with Ghia Group Option).

- ☐ **White Sidewall Michelin Tires** (155SR x 12). Nice styling touch.

- ☐ **ClearCoat Metallic Paint.** Vibrant colors with reflective highlights. See your dealer about these tasteful choices: Green (C), Gold (H) shown on front cover, Silver (V), and Blue (I). See color code reference on back cover.

Performance

- ☐ **Heavy-Duty Package.** Includes 155SR x 12 BSW tires, 55 amp. alternator, 43 amp.-hr. battery, frame member reinforcement, full fan shroud and accessory drive pulleys.

Power Assists

- ☐ **Power Front Disc Brakes.** The easy way to stop.

Measurements

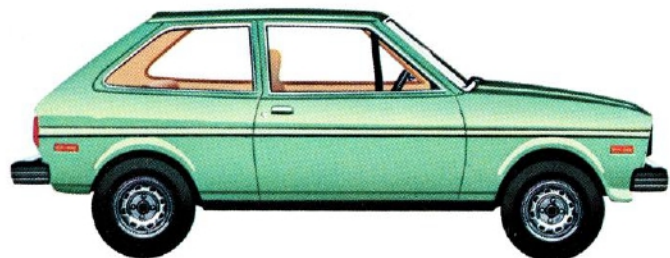
Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Curb Weight	Passenger Capacity
90.0"	147.1"	52.5"	61.7"	52.5"	52.0"	29.0* cu. ft.	10 gal.	1761 lb.	4

*With rear seat down. Additional 0.67 cu. ft. underfloor stowage available.

FORD FIESTA CHOICES



Fiesta 3-Door Hatchback, Terra Cotta (D)



Fiesta with Decor Group Option,
Green ClearCoat Metallic (C)*



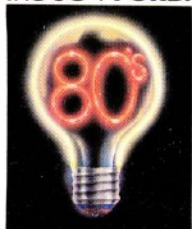
Fiesta with Sport Group Option,
Silver ClearCoat Metallic (V)*



Fiesta with Ghia Group Option,
Light Blue (T)*

*See standard equipment list and option groups
on page 6.

Better Ideas for
the 80's. **FORD.**



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your Ford Dealer for more information about the Plan.

COLOR AND TRIM CODES. Fiesta colors and trims are coded, example: Yellow (9). Your Ford Fiesta Dealer will be pleased to show you color samples and trim samples.

MILEAGE STATEMENT. At the time this catalog was published, 1980 EPA estimates were unavailable. Fiesta should, however, post good miles-per-gallon ratings as it did in 1979. For latest information, consult your Ford Dealer or the 1980 EPA Gas Mileage Guide.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Fiesta Dealer for the latest information on options, prices and availability.

DO-IT-YOURSELF SERVICE GUIDE. Contains detailed explanations and illustrations to help you learn how to handle day-to-day maintenance and light-duty repairs. Refer to the Fiesta Owner's Manual for ordering information.

ACCESSORIES BOOKLET. Ideas for personalizing Fiesta to suit your special needs are contained in the Ford Accessories Catalog available from your Ford Fiesta Dealer. Ask him to show you how easily you can make Fiesta more personally yours.

PRODUCT CHANGES. Ford Division and Ford of Germany reserve the right to change specifications at any time without incurring obligations.

*Buy or lease a Ford Fiesta
from your Ford Dealer—
a great choice either way!*

FORD FIESTA

FORD DIVISION

