

# All-new Fiesta sets high standards



**F**ord's high-tech all-new Fiesta is set to redefine standards for looks, equipment and value when it joins the UK market in October - priced from just £8,695, which is £155 less than the equivalent current generation entry model.

With more power, lower emissions and a host of big-car features, the stylish newcomer will enter the market with an extensive line-up of specification and trim options, each with improved equipment, from the affordability of Studio and Style to Titanium luxury and Zetec sportiness.

Included is the Fiesta ECONetic, with the lowest CO2 emissions yet of any family car, largely

thanks to a cleverly calibrated 1.6-litre Duratorq TDCi. It emits just 98g/km CO<sub>2</sub> - making it exempt from vehicle excise duty - with fuel economy of 76.3mpg combined. Every other 1.6 TDCi Fiesta qualifies for just £35 VED.

Fiesta Style enhances the new car's bold look with body-coloured bumpers, mirrors and door handles. An upgraded four-speaker sound system, power front windows and remote central locking complete the package.

Fiesta Zetec, expected to account for around 35% of total sales, is a sporty model with 15-inch alloy wheels, front fog lamps, leather-trimmed steering wheel, chrome grille and bodywork detailing and interior "aesthetic lighting".

Zetec S sits on 16-inch alloys and boasts a deeper front bumper, side mouldings, rear spoiler and sports-tuned suspension. The Street Pack offers even more value for little more outlay, adding 17-inch alloys and electronic stability programme with electronic brake assist.

The luxurious Fiesta Titanium, the ultimate car of choice for drivers downsizing, features 16-inch alloys, electronic temperature control, privacy glass, cruise control, automatic headlamps, automatic wipers, power folding mirrors and carpet mats.

The Titanium X option pack adds 17-inch alloys, ESP with EBA, and leather trim.

## Ford acting to cut crime

Ford is working with Retainagroup, the car security marking specialist, to provide a simple method of permanently marking catalytic converters with a unique identity.

Criminals are stealing catalytic converters from vehicles at an increasing rate.

The precious metal content (usually platinum) fetches around £100 for just a few minutes' work. Previously there was no way of identifying one converter from another.



Each mark, applied to the casing (pictured), includes a unique seven-digit code which is recorded on a register and can be verified immediately at any time. The service is free except for the cost of the call.

Marking and registration packs will be available from Ford dealerships either as 'fleet packs' for 30 vehicles at £136.85 inc VAT, or individual

## E.ON continues Ford fleet contract

Energy company E.ON has renewed its Ford contract for another three years, with vehicle environmental performance a deciding factor. It will mean 2,000 vehicles this year for the company's UK fleet.

E.ON UK is part of German-



**E.ON UK fleet technical manager Keith Wells with one of the new Transits**

based E.ON, the world's largest investor-owned power and gas company. The contract follows a comprehensive international tender exercise.

"This is part of a pan-European contract with each country managing its own requirements. Safety, fitness for purpose and environmental performance are the main criteria in selecting E.ON vehicles," said E.ON UK's fleet manager David Graham.

The utility has been running Ford vehicles for the past ten years. Serving 8,000,000 UK electricity and gas customers, it runs only cars with CO<sub>2</sub> emissions below 165g/km.

Ford makes up three-quarters

of the 3,100 light commercials, and more than a quarter of the 2,800 cars in the UK fleet. The new vehicles this year will include Mondeo, S-MAX, Fiesta, Transit, Transit Connect, Fiesta van and Ranger, leased through Lloyds TSB Autolease and maintained by BT Fleet.

For further information on any vehicle in the Ford range please contact the Ford Business Centre on 08457 23 23 23, email [info@fordfleet.co.uk](mailto:info@fordfleet.co.uk), or visit [www.fordfleet.co.uk](http://www.fordfleet.co.uk)

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