Next-Gen Ford Fiesta ST Debuts as Ford Showcases Hot-Selling Ford Performance Line-up and Heritage in Geneva

• Next generation Ford Fiesta ST – featuring all-new 200 PS, three-cylinder 1.5-litre EcoBoost engine – makes global debut as Ford showcases Ford Performance line-up in Geneva
• Ford GT ’66 Heritage Edition supercar livery on show for the first time in Europe. Ford GT race car set for return to Le Mans 24 Hours in 2017 following historic victory in 2016
• Ford performance car sales including Ford Mustang, Focus RS, Focus ST and Fiesta ST grew 60 percent in 2016. New Mustang Black Shadow Edition and Blue Edition on sale now
• Ford celebrates connection between motorsports and accessible performance heritage in Geneva with iconic vehicles including 1966 Le Mans-winning Ford GT40

GENEVA, March 6, 2017 – Ford today delivered the global public debut of the next generation Ford Fiesta ST amid the most exciting and comprehensive line-up of Ford Performance models ever, at the 2017 Geneva Motor Show.

Introducing an all-new 200 PS, three-cylinder 1.5-litre EcoBoost petrol engine that will deliver an unprecedented combination of power and fuel efficiency, the next generation Fiesta ST is developed using the same Ford Performance innovation mindset that delivered the Ford GT ultra-high-performance supercar, on show in Ford GT ’66 Heritage Edition livery for the first time in Europe at the Geneva Motor Show.

Ford’s performance car offering in Europe also includes the Focus ST petrol and diesel models, the acclaimed Focus RS, and the iconic Ford Mustang. Ford performance car sales grew a further 14 percent year-on-year in January, after recording a 60 percent increase in 2016 – continuing the momentum from 2015 when performance car sales were up 62 per cent.

“Accessible performance is at the heart of what we do at Ford,” said Jim Farley, chairman and CEO, Ford of Europe. “From the active aerodynamics of the Ford GT supercar to the Drive Modes of our next generation Fiesta ST, our Ford Performance models are developed using innovation that brings the driving thrill of our race cars to customers on the road.”

Ford Performance serves as an innovation laboratory and test-bed to create unique performance vehicles, parts, accessories and experiences for customers. This includes developing innovations and technologies in aerodynamics, lightweighting, electronics, powertrain performance and fuel efficiency that can be applied more broadly to Ford products.

Next generation Fiesta ST
The third generation of Fiesta ST will be the first Ford Performance model ever powered by a three-cylinder engine and the first Fiesta ST to feature selectable Drive Modes.

Ford’s all-new 1.5-litre EcoBoost petrol engine will deliver 200 PS, 290 Nm of torque and anticipated 0-100 km/h (0-62 mph) acceleration in 6.7 seconds, using innovations including a new combination of port fuel injection and direct fuel injection, sophisticated turbocharging, and innovative new cylinder deactivation technology to deliver high power and responsiveness alongside reduced CO2 emissions.*

New Drive Modes will enable engine, steering and stability controls to be configured to Normal, Sport and Track settings for an optimised fun-to-drive experience, and will also adjust the model’s Electronic Sound Enhancement technology and active exhaust noise control valve to deliver an even more satisfying driving experience by amplifying the naturally sporty sound of the three-cylinder engine.
“Our next generation Fiesta ST is true to the philosophy of delivering cutting-edge technology to enhance every facet of the responsive Ford Performance chassis and powertrain,” said Joe Bakaj, vice president, Product Development, Ford of Europe. “With selectable Drive Modes and an all-new EcoBoost engine delivering an unprecedented combination of performance and fuel-efficiency, the new model will deliver the most versatile fun, engaging and rewarding Fiesta ST driving experience yet.”

The next generation Fiesta ST also will be offered with a greater variety of interior trim and personalisation options than ever before, and will be available in both three-door and five-door bodystyles from launch in early 2018.

Ford GT road and race cars
The Ford GT is shown in limited edition Ford GT ’66 Heritage Edition livery in Geneva. The model honours Ford's 1966 Le Mans victory, offering a Shadow Black exterior in either gloss or matte finish with silver stripes and exposed carbon fibre; Frozen White #2 hood and door graphics; and 20-inch one-piece forged aluminium wheels in a gold satin clearcoat with black lug nuts.

All Ford GT supercars feature a state-of-the-art 10-inch digital instrument display. The customisable screen features text and race-inspired graphics intended to help reduce driver distraction, and automatically reconfigures itself based on five unique Drive Modes: Normal mode, Wet mode, Sport mode, Track mode and V-Max mode.

The Ford GT’s 3.5-litre V6 EcoBoost engine is SAE rated at 647 horsepower and 550 lb.-ft. of torque in U.S. specification. A top speed of 347km/h (216 mph) makes the FordGT the fastest Ford production vehicle on the track ever. The road-going Ford GT – featuring carbon fibre architecture and active aerodynamics – reflects the performance of the 2016 Le Mans 24-Hours-winning Ford Chip Ganassi Racing Ford GT race car, also on display in Geneva.

Ford made an historic return to Le Mans last year, taking victory in the LM GTE Pro class with the Ford GT race car – exactly 50 years after recording a 1-2-3 clean sweep at the 1966 race – and earlier this year announced four Ford GTs will compete at the 2017 Le Mans 24 Hours, June 17-18.

Ford and The LEGO® Group have joined forces to offer the 2016 Ford GT and 1966 Ford GT40 race cars as part of the exclusive LEGO® Speed Champions range of models, featuring iconic high performance road and racing cars.

Exciting performance line-up
Ford sold 43,800 performance cars in Europe last year, including Ford Mustang, Focus RS, Focus ST petrol and diesel models, and the current Fiesta ST. Shown in Geneva are two new special edition Ford Mustang models with unique styling and premium specification, now available for customers in Europe.

The Ford Mustang Black Shadow Edition is offered with Ford’s 421 PS 5.0-litre V8 engine, six-speed manual or six-speed automatic transmission, and in four body colour options – Platinum White, Triple Yellow, Race Red and Grabber Blue. Unique bodystyling includes a black Pony emblem for the GT grille; exclusive black 19-inch Y#spoke alloy wheels; dissolve-effect black stripes along the prominent bonnet bulge ridges and across the body-side between the lower wheel arches; and black 5.0-litre badges on the front wings.

The Ford Mustang Blue Edition channels the spirit of classic Mustang models that featured eye-catching “Grabber” colours, offering the eye-catching Grabber Blue exterior body colour enhanced with central dissolve-effect black bonnet and roof stripes, and black 19-inch multi-spoke alloys wheels. Powertrain options include Ford’s 421 PS 5.0-litre V8 or 317 PS 2.3#litre EcoBoost engine and six-speed manual or automatic transmissions.

“The Ford Mustang has no trouble standing out on European roads, and with the new Ford Mustang Black Shadow Edition and Blue Edition models, Mustang drivers will be turning even more heads,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “Special edition Ford Mustangs have been an important part of the Mustang story for more than 50 years, and now customers in Europe can play their own part in the iconic car’s rich special edition history.”
Both models feature Ford’s SYNC 3 connectivity system with 8-inch touchscreen, that enables drivers to locate cafés, petrol stations or car parks, and find train stations, airports, and hotels simply by pushing a button and saying “I need a coffee,” “I need petrol,” and “I need to park.”

Ford’s acclaimed Focus RS five-door hatchback features a 350 PS 2.3-litre EcoBoost petrol engine, **Ford Performance All Wheel Drive** and Selectable **Drive Modes** – including an industry-first Drift Mode that allows controlled oversteer drifts.

The Ford Focus ST is offered with 250 PS EcoBoost petrol or 185 PS TDCi diesel engines in five-door hatchback or wagon bodystyles.

**Ford’s motorsport heritage**

Performance and racing are deeply embedded in Ford’s DNA, dating back 116 years when Henry Ford won the Sweepstakes Race with his “999” race car, defeating Alexander Winton – at the time America’s greatest racer.

Ford is showcasing more than five decades of the company’s motorsports and performance history in Geneva with vehicles from the Ford Heritage Collection including:

- A replica of the 1966 Ford GT40 Mk2 race car – powered by a 7.0-litre V8 engine – driven to victory by Bruce McLaren and Chris Amon at the 1966 Le Mans 24 Hours
- A replica of the 1970 London to Mexico World Cup Rally-winning Ford Escort Mk1, rebuilt with a 1.8-litre Ford Cosworth BDA engine delivering approximately 200 PS, and driven to victory in a 1995 re-run of the iconic 1970 rally by the original winning team of Hannu Mikkola and co-driver Gunnar Palm
- A 1992 Ford Escort RS Cosworth homologated road car version of the Ford Escort World Rally Championship Group A rally car, featuring a 230 PS 2.0-litre turbocharged petrol engine and four-wheel drive

Ford this year also celebrates 50 years since the introduction of the Ford Cosworth DFV (double-four-valve) V8 racing engine that delivered 155 race wins and 12 driver’s titles in Formula 1 racing across 15 years, and two victories at the Le Mans 24 Hours – including for the 1975 Mirage GR8 race car on show in Geneva.

Light, compact and powerful – the all-aluminium, 3.0-litre engine was designed to function as part of a race car’s chassis, featured four valves per cylinder and two camshafts per cylinder bank.

The spirit of innovation that delivered the Ford Cosworth DFV engine is reflected 50 years later in Ford’s EcoBoost engines – from the all-new new three-cylinder 1.5-litre EcoBoost to the twin-turbocharged 3.5-litre V6 EcoBoost engine that powered the Ford GT race car to victory at Le Mans in 2016.

“Motorsport has always been a driver of innovation at Ford,” said Dave Pericak, global director, Ford Performance. “Today, our global Ford Performance team is responsible for developing vehicles from the Ford GT race car to the next generation Fiesta ST. Working as one unified team helps us better deliver our core fun-to-drive experience and democratise sophisticated performance-enhancing features for every customer.”