



Ford Fiesta Global Accolades

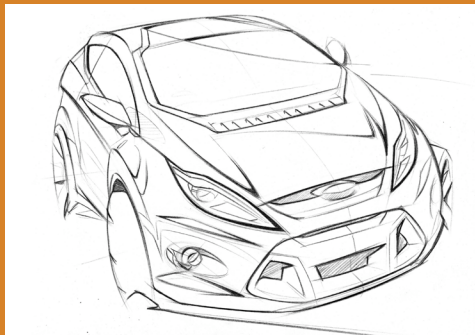


Fiesta Highlights

- Designed and developed as Ford's first ONE Ford global car, Fiesta first launched in Europe in 2008, more recently in Asia and will launch in North America in 2010.
- In Europe, the Fiesta name has long been synonymous with outstanding driving performance, design and value.
- Today's Fiesta takes the model's three-decade heritage to a new level with its eye-catching kinetic design and acclaimed driving dynamics.
- Over 500,000 Fiesta Mk VI models have sold world-wide, thus far.
- More than 12 million Fiestas sold in total.



'red dot' International Design Award



- Ford Fiesta was awarded a prestigious 'red dot' design award for international product design.
- The 28 leading designers and design experts from 19 countries called Fiesta one of the most stylish cars in the world, stating the design as "innovative and dynamic."
- The award showcases the fact that Fiesta delivers style, together with outstanding quality that consumers desire.
- The red dot design awards, one of the world's largest design recognition programs, are presented annually by Germany's Essen-based Design Zentrum Nordrhein Westfalen.

Additional Awards

- 2010 Romian Car of the Year
- 2009 Car of the Year – The Sun Motors
- 2009 Croatian Car of the Year – Croatian Car Association
- 2009 Hellenic Car of the Year – Journalists from *Autobild*, *Drive*, *Autocar*
- Woman's Car 2009 – Hachette Filipacchi Editorial Group
- 2008 Scottish Car of the year – Association of Scottish Motoring Writers
- The Best of the 2008 Geneva Show – Most Significant – *AutoWeek*
- *Top Gear*, *Car*, *Car and Driver* and *4 Wheels* awards
- 2008 Croatian Car of the Year – Croatian Car Association

"Car of the Year" – *What Car?* Magazine

- *What Car?* magazine, Great Britain's leading source of new-car advice, named the new Ford Fiesta its Car of the Year 2009.
- *What Car?* editors praised Fiesta for its stylish design, performance and fuel economy, saying it is the most complete car they've ever tested.
- Editors also admired Fiesta for being practical enough to be used as a family car, fun enough for a sports car and stylish enough to make the right impression, all while being affordable to buy, cheap to run and kind to the planet.
- *What Car?* judges also named Fiesta as the top car in the "supermini" category, stating no other supermini got close to its 'look at me' factor.