



Ford Fiesta First in Segment to Achieve Top Safety Ratings in World's Largest Car Markets

- Ford Fiesta adds five-star safety rating in China to similar top ratings in Europe and Australia/New Zealand
- Fiesta sales reach one million in Europe, with global sales totalling 1,140,000
- In North America, the 2011 Ford Fiesta earned a Top Safety Pick from the Insurance Institute for Highway Safety – the first car in its segment to do so under new test standards
- More than 55 percent of Fiesta body structure is made from ultra-high-strength steel

COLOGNE, Germany, Feb. 25, 2011 – The Ford Fiesta is now the first car in its segment to achieve top crash test ratings in each of the world's largest auto markets that perform safety testing - Europe, the U.S. and China.

Ford's global safety engineers combined their efforts to ensure the Fiesta would be capable of meeting the most stringent crash protection requirements in any region of the world. Leveraging Ford of Europe's small car expertise, engineers from Ford of Europe's engineering centres in Cologne, Germany and Dunton, UK, conducted an array of virtual, actual and hydraulic sled-simulated crash tests to ensure this top safety performance.

"Ford is committed to safety and to delivering top crash test ratings that customers look to when choosing new vehicles," said Sue Cischke, Group Vice President of Sustainability, Environment and Safety. "Fiesta is the latest example of that safety commitment, and it shows that a small, fuel-efficient car can deliver top-level safety."

Testing agencies in Europe, the U.S., China and Australia/New Zealand rate the Ford Fiesta at the top of the list for crash ratings. Fiesta's latest maximum five-star safety rating was awarded by the China Automotive Technology and Research Centre under the China New Car Assessment Program, or C-NCAP. This follows maximum five-star ratings in Europe and Australia/New Zealand.

The new Ford Fiesta is also the only car in its segment to achieve a Top Safety Pick from the U.S. Insurance Institute for Highway Safety under its new test standards, and it continues to earn recognition in major global markets for its safety performance and rating in independent third-party testing.

Advanced Body Structure

Beneath Fiesta's stylish exterior is a structure crafted from high-strength steels engineered to preserve quality and enhance driver and passenger safety. More than 55 per cent of Fiesta's body structure is made from ultra-high-strength steel, and the extensive use of high-strength, lightweight boron steel helps protect critical occupant safety zones.

“The global safety ratings provide another proof point that the new Fiesta is redefining what a small car can deliver,” said Matt Niesluchowski, safety, NVH and durability manager. “The new Fiesta brings outstanding driving dynamics and fuel economy, unparalleled connectivity and safety leadership on a worldwide scale.”

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 164,000 employees and about 70 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.fordmotorcompany.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 51 individual markets and employs approximately 66,000 employees. In addition to Ford Motor Credit Company, Ford of Europe operations include Ford Customer Service Division and 22 manufacturing facilities, including joint ventures. The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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