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Fiesta offers personalized packages

The small car style that the Ford Fiesta delivers is expanding for 2012 with three new packages to give customers even more options for personalizing.

The new packages build on the success of the current personalization choices Fiesta customers enjoy today, with nearly 40 per cent purchasing at least one accessory.

To date, more than 26,000 Ford Custom Accessories items have been purchased by Fiesta owners.

A recent study by the Specialty Equipment Market Association (SEMA) found that accessories drive sales, with the availability of accessories influencing more than one million new vehicle sales each year.

The new premium sport appearance package takes cues from the European Focus RS with several blacked-out components that feature Tuxedo Black paint, including:

- Side mirrors
- Headlamps
- Grille surround
- License plate header
- Upper rear hatch spoiler

The package also offers 16-inch polished alloy wheels along with improved performance when ordered with a manual transmission. The package delivers improved performance through a shorter final drive ratio of 4.25 versus the base model at 4.07.

The new premium interior packages

for the 2012 Fiesta draw inspiration from the runway.

Available on high-level Fiesta SEL and SES models, the packages feature high-contrasting interior accent colours in Oxford White or Race Red that are strategically placed throughout the interior of the vehicle, similarities that can be seen in the latest collections in fashion and home design.

Ford Fiesta launches three new personalization packages for 2012, including two interior packages and one exterior package offering customers the ultimate in customization. Shown here is the new interior package which delivers a custom look with two-tone seating surfaces, door trim inserts, steering wheel and interior components, available in both Race Red and Oxford White.

—Metroland Media Carguide Magazine

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