



New Ford Fiesta: Safety and Driver Assistance

The new Ford Fiesta has earned a 5-star safety rating from Euro NCAP



Euro NCAP Advanced rewards



Since 2010 Euro NCAP – the European New Car Assessment Programme – has presented Advanced rewards in recognition of new technologies which demonstrate a scientifically proven safety benefit for consumers and society.

Ford has earned a Euro NCAP Advanced reward for the MyKey feature that makes its European debut on the new Ford Fiesta, making Ford the first car manufacturer to receive the accolade for six different technologies:

New Fiesta Safety Rating

Euro NCAP crash tests new passenger vehicles in Europe, subjecting them to trials including:

- Frontal Impact
- Car to Car Side Impact
- Pole Side Impact

The new Ford Fiesta achieved the maximum 5-star safety rating with an overall score of 83 per cent, and scores of 91 per cent for adult protection and 86 per cent for child protection.

New Fiesta Safety and Driver Assistance Features

- **MyKey:** Ford's industry-first MyKey technology makes its European debut on the new Fiesta. MyKey enables parents to place certain restrictions on young drivers to promote safer driving
- **Active City Stop:** Ford Active City Stop can help prevent collisions at speeds of up to 15 km/h and mitigate the effects of impacts at speeds of up to 30 km/h. Active City Stop monitors the gap to vehicles in front and applies the brakes if an imminent collision is detected
- **Tyre Deflation Detection System:** The new Fiesta's Tyre Deflation Detection System warns the driver if one or more tyres loses pressure during a journey
- **SYNC with Emergency Assistance:** Award-winning SYNC with Emergency Assistance can directly connect the vehicle occupants to local emergency services operators after an accident, in the correct language for the region
- **ESC:** Electronic Stability Control is standard on the new Fiesta in all European markets. ESC senses when the Fiesta is losing grip and automatically applies braking force to individual wheels to help the driver maintain stability
- **7 Airbags:** The new Fiesta features airbags for the Driver's Knee, Driver and Front Passenger alongside 3D Thorax Side airbags and Curtain airbags. A Passenger Airbag Deactivation Switch allows a rear-facing child seat to be safely installed in the front passenger seat
- **High-strength Steel Construction:** Approximately 55 per cent of the Fiesta's structure is either high-strength or ultra-high-strength steel

- **MyKey** – Ford Fiesta
- **SYNC with Emergency Assistance** – Ford Fiesta, Ford B-MAX, Ford C-MAX, Ford Focus and Ford Kuga
- **Active City Stop** – Ford B-MAX and Ford Focus
- **Driver Alert** – Ford Focus
- **Forward Alert** – Ford Focus
- **Lane Keeping Aid** – Ford Focus