



## All-New Ford Fiesta is Best Buy on a Budget, Say Women's World Car of the Year Judges



The all-new Ford Fiesta is a Women's World Car of the Year award winner in 2017

**Cologne, November 24<sup>th</sup> 2017** - The all-new Ford Fiesta delivers more technologies, refinement and style than ever before; and also offers award-winning value, according to the Women's World Car of the Year panel of expert judges.

Fiesta has been voted winner in the Budget Car category at the Women's World Car of the Year awards for 2017 – the only car awards in the world voted for entirely by women.

Twenty-five expert judges representing 20 countries around the world chose the Fiesta as the clear winner from ten finalists in the category, selected from an initial list of 420 vehicles.

*"We congratulate Ford on a decisive win for the Fiesta, a win that was never in doubt," says Sandy Myhre from the Women's World Car of the Year panel. "Fiesta was such a consistent nomination among our judges that it scored highly in the Supreme category, too, with more votes than high-end models including the Aston Martin DB11 and Range Rover Velar."*

Women's World Car of the Year winners are chosen based on criteria including safety, value-for-money, style, storage space, child-friendliness, ease-of-driving, environmental footprint and sex appeal.

The all-new Ford Fiesta is on sale across Europe in distinctive versions including the stylish Fiesta Titanium, the Ford Performance-inspired Fiesta ST-Line and the upscale Fiesta Vignale.

Sophisticated Fiesta driver assistance technologies and features include SYNC 3 connectivity; an enhanced Pedestrian Detection system that can help prevent collisions at night; and the first Ford Active Park Assist system that can deliver brake interventions to prevent low-speed bumps when parking hands-free.

Cutting-edge powertrains include Ford's multi-award winning 1.0-litre EcoBoost petrol engine offering up to 140 PS, and a 1.5-litre TDCi diesel offering up to 120 PS.

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**About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

**Ford of Europe**

*Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

**Ford in Belgium & Luxemburg**

*Ford Belgium (Brussels) distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with 410 employees.*

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