



THE FIESTA GETS 40 HIGHWAY MILES PER GALLON. THAT'S MORE THAN 21 HYBRIDS.

SERIOUSLY.



How does the 2011 Ford Fiesta get more miles per gallon than many hybrids?*

Two words: thoughtful engineering. The kind that understands that giving the Fiesta a Ti-VCT engine will allow it to squeeze every last drop. Or that a line cutting through the tail lamp will make the Fiesta more aerodynamic, and therefore more fuel-efficient.

But these are only a few of the many reasons the Fiesta can go farther than so many other cars... including all those hybrids!

IT'S A PRETTY BIG DEAL.



The first minicar to earn the Insurance Institute for Highway Safety's Top Safety Pick award.

The new 2011 Ford Fiesta was recognized as a Top Safety Pick for front, side, rollover, and rear crash protection, and for having electronic stability control as standard equipment. No other minicar the Institute has tested has earned top ratings in all four safety evaluations.

AUTOMALL
5300 Gasoline Alley
837-6400

Jim Burke



DOWNTOWN
2001 Oak Street
328-3600

Open everyday & weeknights 'til 8pm • Building lasting relationships through great customer service since 1913 • www.burkeauto.com

* EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE vs. 2010/2011 hybrids. Fiesta SES shown. EPA-estimated 29 city/38 hwy/33 combined mpg, automatic.