

A Favourite Ford – How the Fiesta has evolved over four decades...

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In terms of number of sales, Britain's favourite car is the Ford Fiesta. Reliable since 1976, many of its generations have been bestsellers - but how far has it come since it rolled off the factory floor? Research from MoneySuperMarket

(www.moneysupermarket.com/car-insurance) has looked at the design and specification and shown how it developed over time to be the classic hatchback we know and love today. See below the statistics of the first ever Ford model alongside the standard newly released 2017



model:	
1976 Mark I Ford Fiesta (Low Compression)	2017 Mark VIII Ford Fiesta Style 1.1 Ti-VCT 70PS 3d
£1856 (adjusted for inflation: £12,260)	£12,715
4-Speed Gearbox	5-Speed Gearbox
Max Speed: 81 mph	Max Speed: 115 mph
0-60 Acceleration: 19.7s	0-60 Acceleration: 14.4s
Fuel Consumption: 39.1 mpg	Fuel Consumption: 64 mpg
Fuel Capacity: 34 litres	Fuel Capacity: 42 litres

1976 to Now: A Long Road

Each generation introduced something you can't necessarily see at a glance. Generations of Fiesta have evolved into today's bestseller - here's what they contributed:

- 1. Mark I: 1976 Originally developed under the project name "Bobcat", it was subject to a lot of speculation by the press prior to release. With a 957 cc *Valencia* engine, a top speed of 85 mph, 0-60 in 18.5 seconds, and 45 bhp, it might not be a top performer today, but it's still a classic.
- 2. Mark II: 1983 While changes from the Mark I were relatively minor, the vehicle also featured more space, to incorporate a five-speed transmission, and while the initial launch still used the *Valencia* engine, it incorporated variable venturi carburettors for improved fuel consumption. This was later dropped entirely in favour of the Ford CVH engine.
- 3. Mark III: 1989 With the engine upgraded to the High Compression Swirl generation of the original *Valencia*, and the development to a five-door model, the public really caught on and this was the best-selling Fiesta of the early 1990s, at a sales volume of 1 million units



inside the first two years.

- 4. Mark IV: 1995 Britain's best-selling car between 1996 and 1998, the Mark IV models had a new styling and instrument panel and with the base specifications still had an improved 0-62 in 16.4 seconds, as well as a max speed of 96 mph. At the upper end, the 1.4 Zetec got it as low as 0-62 in 10.8 seconds and a max speed of 112 mph.
- 5. Mark V: 1999 The Mark V (that is, the UK Mark V) was more of a facelift to the Mark IV than it was a new generation or an upgrade, but it reduced the mpg from 41 to 39 in the 1.3 Encore 5d, as well as reducing the weight of the car by 17kg.
- 6. Mark VI: 2002 The Mark VI was the first model to introduce the Anti-lock Braking System and passenger airbags as standard. With an engine anywhere between 1,242-1,998 cc and a best 0-60 acceleration of 7.9 seconds, it quickly became the best-selling Fiesta generation to date.
- 7. Mark VII: 2008 Shown in concept as the Verve, the Mark VII (VI elsewhere) is based on the Ford B-car platform. It won the *What Car?* "Car of the Year" and sold over 940,000 in its first two years. The facelift in 2013 was also the first time a trapezoidal grille was used, which went on to feature in the Focus, Fusion, and Mustang.
- 8. Mark VIII: 2017 Announced in November 2016, the Mark VIII (Mark VII outside of the UK) is stated to be larger, safer, and more efficient. A later announcement revealed the new range of Fiesta STs, complete with 200 PS 3-cylinder 1.5-litre Ecoboost engine with cylinder deactivation technology.





A classic car can be a hobby, source of pride, or even a way to get around town in style. But how has the UK's most popular car changed over the years? We've looked at the Ford Fiesta to see how it has grown and developed since its debut.



The UK's best-selling car, the Ford Fiesta is produced globally and has been sold over 16 million times worldwide since its debut in 1976.



MK1 - 1976



Targeted at female drivers, the Ford Fiesta Mk1 was the Ford Fiesta's first generation and Ford Europe's first multi-national front-wheel-drive automobile. The car launched in 1976, givin way to the line of Ford Fiesta superminis we have today.

The previous soft curves of the exterior were replaced with a new angular shape



MK2 - 1983

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SS mph	FUEL CAPACITY 40L	KERB WEIGHT 750 kg

CHANGES FROM PREVIOUS MODEL

A larger engine compartment made transmission and new engines
 Brakes and steering were improved

MK5 - 1999



CHANGES FROM PREVIOUS MODEL

Advanced 1.4 and 1.6 litre TDCi diesel engines were produced in partnership with Peugeot and Citron

The Mk6 took a less rectangular shape than previous models, being the first to feature a



MK6 - 2002

£/3	B	
103 mph	FUEL CAPACITY 45L	1026 kg

CHANGES FROM PREVIOUS MODEL

The Mike was the first Flesta to reature an anti-lock system and passenger bags as standard
 Features were added for the comfort of the driver, including Bluetooth, leather seats and air con



MK3 - 1989

a	B _b	<u> </u>
TOP SPEED	FUEL CAPACITY	KERB WEIGHT
86 mph	42L	770 kg

CHANGES FROM PREVIOUS MODEL

beam, revamping the appearance of the car • The LT diesel engine was increased to 1.8L

The Mk7 replaced the bumper guard from the car's body with a more



MK7 - 2008		
FOP SPEED 96 mph	FUEL CAPACITY 42L	KERB WEIGHT 966 kg

CHANGES FROM PREVIOUS MODEL

The Mk7 underwent a facelift featuring a sleeker design offering style and performance
Electric power steering and voice control technology were introduced, modernising the Fiesta



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TOP SPEED	FUEL CAPACITY	KERB WEIGHT
106 mph	42L	947 kg

CHANGES FROM PREVIOUS MODEL

The car's outward appearance remained similar to previor models, though it underwent a number of internal changes Improvements made to suspension and body stiffness.



MK8 - 2017



CHANGES FROM PREVIOUS MODEL

Acculated for being safer and more efficient than ever before
 The interior has been revamped featuring a tablet-style screen using Ford's latest SYNC 3 system



SOURCES http://www.projectbobcat.com/history/ford-fiesta-Mk1-history https://en.wikipedia.org http://www.autosnout.com http://www.automobile-catalog.com

https://www.auto-data.net/en/?f=showCar&car_id=8051 http://www.autoexpress.co.uk http://www.fiesta4less.co.uk/seven-generations-ford-fiesta/ https://www.topgear.com

METHODOLOGY:Where possible, all stats and changes listed are based on the entry level model of the make of Ford Fiesta, released in the year listed.