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

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NO SIESTA FOR THE FIESTA – THE EVOLUTION OF THE FORD FIESTA

- A new design piece from MoneySuperMarket shows how the best-selling car in the UK has developed since 1976.
- The latest model, the Mark VIII (Mark VII outside of the UK) went on sale on 1st July.
- 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.

THE FORD FIESTA FROM THEN TO NOW

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.

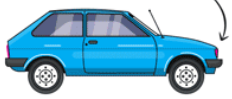
The UK's best-selling car, the Ford Fiesta is produced globally and has been sold over 16 million times worldwide since its debut in 1976.

MK1 - 1976

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
81 mph	34L	715 kg

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, giving way to the line of Ford Fiesta superminis we have today.

Wrap around headlights were introduced



MK2 - 1983

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
85 mph	40L	750 kg

CHANGES FROM PREVIOUS MODEL

- A larger engine compartment made room for a five-speed transmission and new engines
- Brakes and steering were improved

The Mk3 was the first Ford Fiesta available offering a 5-door model option

MK3 - 1989

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
86 mph	42L	770 kg

CHANGES FROM PREVIOUS MODEL

- Rear axle beam replaced with a semi-independent torsion beam, revamping the appearance of the car
- The LT diesel engine was increased to 1.8L

Introduction of hi-tech Sigma engine featuring twin camshafts and 16 valves making significant performance enhancements

MK4 - 1996

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

CHANGES FROM PREVIOUS MODEL

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

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

MK5 - 1999

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
106 mph	40L	924 kg

CHANGES FROM PREVIOUS MODEL

- The Mk5 had increased interior space compared to previous models
- 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 more rounded design.

MK6 - 2002

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
103 mph	45L	1026 kg

CHANGES FROM PREVIOUS MODEL

- The Mk6 was the first Fiesta to feature an anti-lock braking system and passenger bags as standard
- Features were added for the comfort of the driver, including Bluetooth, leather seats and air con

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

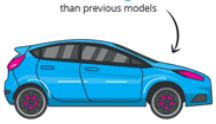
MK7 - 2008

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
96 mph	42L	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

The latest Fiesta is longer and wider than previous models



MK8 - 2017

TOP SPEED	FUEL CAPACITY	KERB WEIGHT
108 mph	42L	980 kg

CHANGES FROM PREVIOUS MODEL

- Acclaimed 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

Money Super Market .com

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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.