

# hot topics

more choices, more inspiration

## Fiesta Reactions

### *Follow the Fiesta is generating a wave of excitement*

The Follow the Fiesta tour has been working its way across the country with the creating consumer excitement and anticipation around the 2011 Ford Fiesta at every stop.

Over the last 3 months, our brand ambassadors on the streets have intercepted over 100,000 people, interacted one-on-one with over 25,000 of them, close to 200,000 people have visited [www.followthefiesta.ca](http://www.followthefiesta.ca) or [www.suivezlafiesta.ca](http://www.suivezlafiesta.ca).



People's reactions are so positive that we just had to share some highlights with you.

🗣️ “Ford is the only company out of the big 3 that is finally doing things right!”

*“It looks small on the outside but it is actually quite roomy on the inside!”*

🗣️ “The steering is very responsive especially for a small car –very impressive!”

*“I just bought a Honda Fit but I wish I waited for this one to come out!”*

🗣️ “I love the Fiesta! The fact that Ford made an affordable car with all the bells and whistles really tells me that they're heading in the right direction!”

*“Ford is finally bringing the party back to North America! It's great to see such a sporty looking compact car!”*

🗣️ “This car is perfect! My lease is up at the end of the summer!”

*“My husband and I just saw the convoy of Fiestas drive by and decided to come back so we can enter the contest!”*

🗣️ “I had this car when I lived in Brazil and loved it! I can't wait to get one here too!”

*“I drive an SUV right now and I am definitely looking to get something more fuel efficient. This would be a great option!”*

🗣️ “I saw this car on TV last night and the reviews were phenomenal!”

*“This definitely looks like a car from a company that didn't need a bailout!”*

🗣️ “I've been reading up on the Fiesta and am eagerly awaiting trading in my Toyota”

*“I absolutely love all of the bright colours! The car stands out so much -I would definitely get the green one!”*

🗣️ “How much does this car cost, \$30,000?”

*"I can't wait to get one of these for my kids!"*

👤 "This car is going to do really well in our market." -Toyota head office reps."

## Features

*"The dashboard looks really fancy with all of the features and it's surprisingly easy to use as well!"*

👤 "I like how the mirrors fold in when you park it. I don't have to worry about someone knocking it off now!"

*"I can't believe that you can get leather seats too! What features don't come with this car!?"*

👤 "40 mpg -WOW! This will definitely be a good option for the winter time when I have to put my motorcycle away. I especially like that it comes with heated seats."

*"The reverse sensors are great especially with all the kids that live in our neighbourhood"*

👤 "I really like the design of the head lights and dashboard -it's really sleek and appealing."

*"The greatest part of the car is that you don't have to dig through your purse to open the doors and start the car -I always lose my keys in my purse!"*

👤 "I really like those lights! Usually you have to pay extra for good looking head and tail lights."

*"I think the dashboard should be more angled towards the driver, everything seems so far away."*

👤 "The hands free technology is a great bonus especially with the new law banning cell phones."

*"You mean this isn't a hybrid and it still gets close to 40mpg? That's incredible!"*

💡 “6 standard air bags!?! WOW!”

*“Ford really took the time to include features that are essential to consumers that live in the city like Sync”*

💡 “The instrument panel is very functional and easy to use”

## Design

*“I love that the car is so compact yet trendy and luxurious!”*

💡 “Innovative design by Ford! Finally a compact car that looks good!”

*“I really like the light blue, more car companies should use it.”*

💡 “This is the biggest small car I’ve ever been in! We just had 4 guys in the car and we were all comfortable!”

*“I really like all the detail that they put into the vehicle like the chrome accents.”*

💡 “The pictures definitely don’t do the car enough justice now that I’ve seen the design in person!”

*“Every time I look into buying a car I look at the blind spot. This car has great vision of the blind spot and that’s a definite bonus!”*

💡 “I can almost feel the kinetic energy coming off of the car with it’s sleek design!”

*“I have 2 big dogs that would definitely fit comfortably into this car, especially with the folding seats!”*

💡 “I have been looking for a small sleek car that is convenient to drive in the city yet big enough to fit my golf clubs into!”

*“I could definitely fit a car seat or two in the back of this car. My wife’s pregnant so we are going to need a more reliable car when the baby is born”*

🗣️ “It looks amazing, feels great, it’s roomier and far better than anything in its class.”

*“I love the interior! It’s very edgy and high-tech.”*

🗣️ “I love the styling cues, very euro inspired!”

*“I love the “squeeze green”. It’s very cute and sexy!”*

🗣️ “That test drive was great -I really liked the handling and ease of driving. I hope the North American models will look as good as the European one does!”

*“I remember this car from the 80’s but this one looks a whole lot better!”*

🗣️ “I am very impressed with the car especially all of the colours!”

*“This is a very nice looking car. Don’t take this the wrong way, but I thought it was Japanese or German.”*

Share them with your customers! And make sure that they know to visit [followthefiesta.ca](http://followthefiesta.ca) to register in the contest. Keep in mind that *any visitor* to the site can enter a contest and have a chance to *win a Fiesta!*

The more customers you have who participate in the contest the more likely you are to increase your Fiesta sales.

So go all out. Put the address on your e-mail signature. Send out invites to the customers in customer lists. Print this bulletin and put it in your service area.

Create a buzz everywhere where you have a point of contact with your customer.