



ACTION NOTICE
VEHICLE SALES

SERIAL	PN792
DATE	5 th March 2008
AUDIENCE	Dealer Management / Car Sales Staff / Administration Staff
KEY MESSAGE	Fiesta ST500
ISSUE/CHANGE	<p>With the end of current Fiesta drawing near, we are delighted to introduce an exciting new special edition – the Fiesta ST500. This vehicle will build on the success stories of both Fiesta ST and Focus ST500 and offer a unique appearance proposition for both existing and new ST customers.</p> <p>OTR prices start at £14,995, please refer to VS/08/039 for a full detailed pricelist.</p> <p>Fiesta ST500 Specification The Fiesta ST500 is based on the Fiesta ST with the following enhancements:-</p> <ul style="list-style-type: none">• Ebony leather heated seats• Carbon fibre effect bezel, gear shift gaiter and vent surround• 17" 11-spoke 'Black' alloy wheels• Red brake callipers• U shaped silver bonnet stripe and silver side stripes• Panther Black metallic paint• Unique Exterior and Interior ST500 badge• Options not available : Roof Stripes, Silver IP Bezel. All other options currently available on Fiesta ST will be available on Fiesta ST500 <p>Production will be limited to 500 units from April through to May and will be centrally allocated by your District office in the first week of March. Once allocated, units will be available for dressing until the 20th March 2008. Amendment into or out of this derivative will be restricted in Vista.</p>
ACTION REQUIRED	Please inform your dealership staff of this exciting new arrival.
TIMING	Immediate
ATTACHMENT LINKS	Fiesta ST, ST500 Orderguide
ISSUED BY:	
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– JOB TITLE	Marketing Director
CONTACT:	
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