



## Ford Fiesta Concepts – Five Decades of Innovation and Creativity Inspired by a Famous Small Car

- Ford today [announced](#) it will end production of Ford Fiesta in June 2023 while also preparing to inspire fans in Europe with a new generation of electric vehicles
- The Ford Fiesta has inspired a wide variety of quirky concept vehicles during five decades of production
- From pickups and two-seat convertibles to coupes and rally machines, concept cars have demonstrated Fiesta's versatility and broad appeal
- A gallery of high-resolution Fiesta concept car images is available to download at <https://fiesta.fordpresskits.com>

**COLOGNE, Germany, Oct. 26, 2022** – As Ford prepares to go all-electric, it pauses to celebrate ten generations of Ford Fiesta, one of the most successful passenger vehicles built in Europe.

Since the first Ford Fiesta was assembled in May 1976 more than 22 million examples of the iconic small car have been built for customers worldwide – but the Fiesta also inspired a number of unique concept cars during its lifetime.

Offering a glimpse of the future, gauging reaction to bold new ideas or a demonstration of the designers' creativity, these Fiesta-based concept cars clearly showed the versatility and innovative spirit of this famous small car.



**Bobcat (1972)** – One of the design proposals created during the development process, with the final design incorporating feedback from small car customers across Europe.



**Ghia Corrida (1976)** – Introduced at the Turin Motor Show, the Corrida – meaning “bullfight” – featured gullwing doors, a modular dashboard and electronic headlamp flaps for improved aerodynamics.



**Fiesta Fantasy (1978)** – Built to celebrate Ford Motor Company’s 75th anniversary, the Fiesta Fantasy was a small pickup that could be transformed into a convertible or a coupe using interchangeable glass-fibre bodies.



**Ghia Tuareg (1979)** – A joint project between Ford and Italian design studio Ghia, the Tuareg made its debut at the Geneva Motor Show and featured an extended wagon-style body with a split tailgate, flared wheel arches and raised suspension for off-road driving.



**Ghia GTK (1979)** – The Grand Touring Kombi used an extended Fiesta platform to offer increased luggage space, and was designed as a sporty touring car. The aerodynamic design had a large glazed area and also featured an on-board computer and digital instrument display.





**Ghia Pockar (1980)** – Short for “pocket car”, the Pockar had a narrow but tall body to offer space for four occupants and their luggage. The doors contained separate luggage compartments and the rear seats could fold flat for larger items.



**Ghia Shuttler (1981)** – The Shuttler was 1.5 metres shorter than the Fiesta, and the sporty two-door coupe came with flush-mounted side glass and enclosed side mirrors, which were advanced features at the time.



**Ghia Barchetta (1983)** – Based on the sporty Fiesta XR2, the Barchetta was designed as an affordable two-seater convertible. Inspired by Italian sports cars of the 1950s, the Barchetta featured wraparound front indicators and used the 1.6-litre engine and perforated alloy wheels from the XR2.



**Fiesta Urba (1989)** – Created as the ultimate vehicle for a city shopping trip, the Urba had two doors on the near side and one on the far side for easy access from the kerb. It also offered parking sensors, a built-in garage door opener and a fridge in the boot – sophisticated technologies for its time.





**Fiesta BeBop (1990)** – A versatile pickup designed for adventurous customers, the BeBop could carry equipment such as surfboards and mountain bikes in its load bay, and had an eye-catching colour scheme complete with spoilers and a roll-over bar.



**Ghia Zig and Zag (1990)** – The Ghia Zig was an aerodynamic two-seat sports car, while the Ghia Zag was a multi-purpose sports concept with van-like body. The two concepts were designed to demonstrate how a range of cars including sports cars, hatchbacks, pickups and vans could share body panels.



**Ghia Lynx Concept (1996)** – Making its debut at the Geneva Motor Show, the Lynx Concept was a sleek two-door coupe with wheel arches that flowed into the window frames and a retractable roof. Its design previewed the Fiesta-based Ford Puma production car that was introduced in 1997.



**Ghia Saetta (1996)** – The Ghia Saetta made its debut at the Geneva Motor Show and used Fiesta components to create a production-feasible, two-seat convertible with detachable glass roof panels. The Saetta paved the way for the Fiesta-based Ford StreetKa that was introduced in 2003.



**Ford Libre Concept (1998)** – Unveiled at the Chicago Auto Show, the Libre Concept was an open-topped sports car with rear-hinged doors for the second row of seats, and used the New Edge design language that featured in many Ford production cars of the period.



**Ford RallyeConcept (2002)** – First appearing at the Birmingham Motor Show, the RallyeConcept was a vision of a Fiesta rally car to compete in the Super 1600 category. It featured a 200 PS version of the 1.6-litre 16-valve Duratec engine, a six-speed Hewland sequential gearbox and competition suspension.





**Ford Fiesta RS Concept (2004)** – Revealed at the Geneva Motor Show alongside the new Fiesta ST, the RS Concept was a more extreme performance car with a rally-inspired chassis and body modifications. Target performance was over 180 PS and a 0-100 km/h (0-62 mph) time of around 7 seconds.



**Ford Verve (2007)** – The Verve was unveiled at the Frankfurt Motor Show with a sleek and stylish exterior design intended to appeal to a fashion-conscious global audience, while the inside took inspiration from contemporary mobile phone design. The Verve concept previewed key design elements in the seventh-generation production Fiesta that arrived in 2008.

###

**About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at [corporate.ford.com](http://corporate.ford.com).*

**Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 35,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 54,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned facilities and six unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.