



Design out the box



Ford Fiesta

Context

The Ford Fiesta is a supermini marketed by Ford since 1976 over seven generations and manufactured globally, including in Europe, Brazil, Argentina, Mexico, China, India, Thailand, and South Africa.

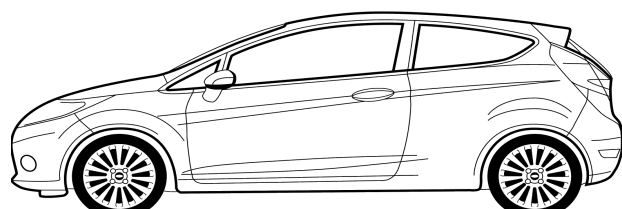
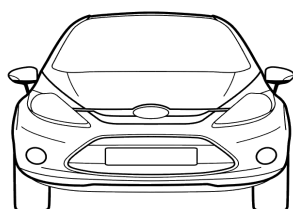
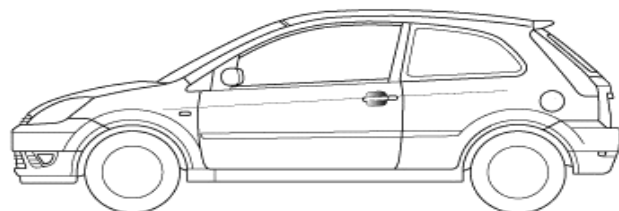
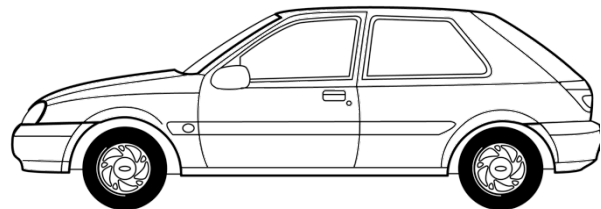
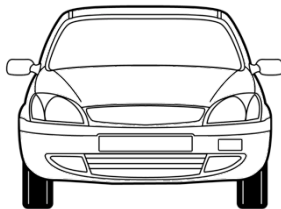
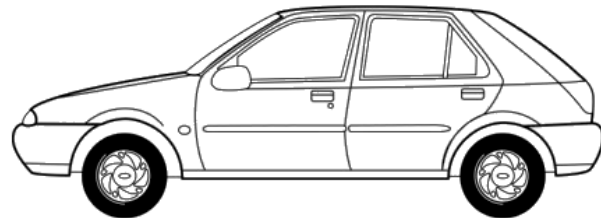
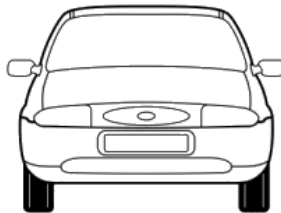
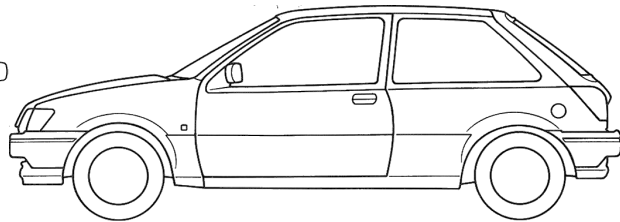
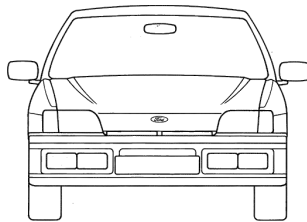
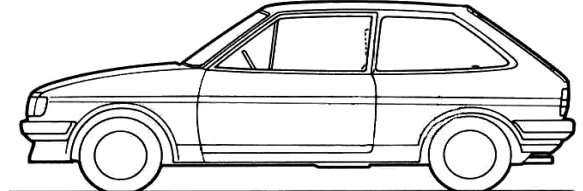
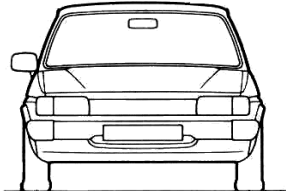
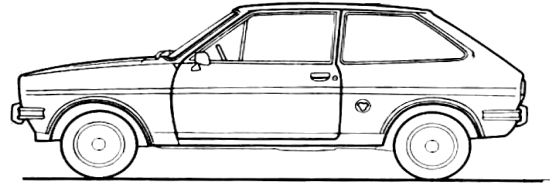
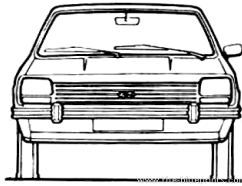
In 2010, the sixth generation Fiesta (Mark VI) [1] was introduced worldwide, making it the first Fiesta model to be sold in North America since the Fiesta Mark I was discontinued at the end of 1980.

Ford has sold over 16 million Fiestas since 1976, making it one of the best selling Ford marques behind the Escort and the F-Series.

Throughout the years many changes have been made to this model but its iconic features have still remained.

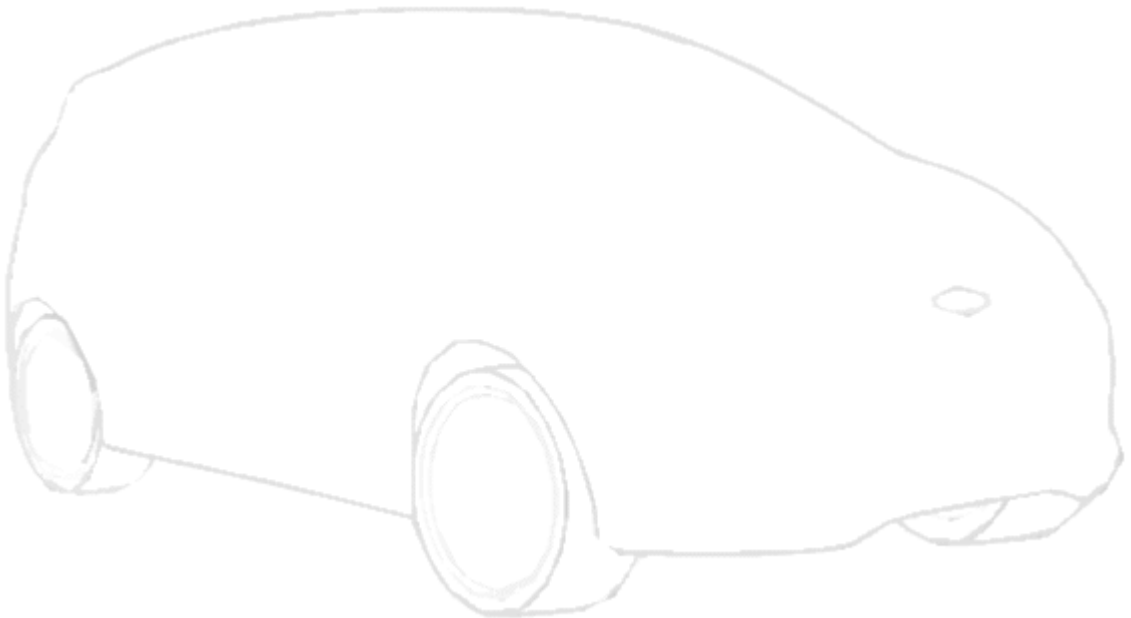
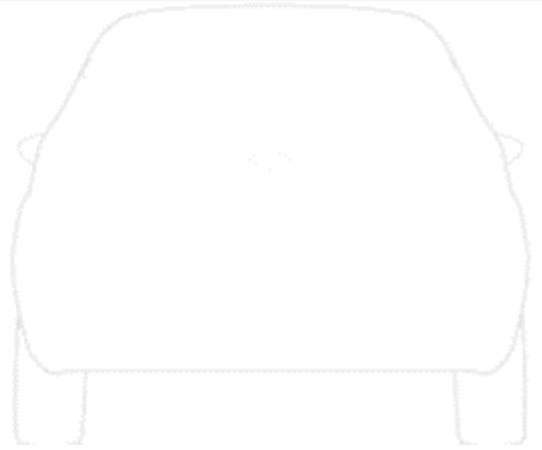
Design Brief

You are a designer currently working for Ford, and you have been tasked with designing the new fiesta model for release next year.





Ford Fiesta





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