

Quirk Ford Celebrates Fiesta Safety Award.

Date: 09-01-2010 02:55 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [Quirk Ford](#)

Ford Minicar Is First to Earn IIHS Safety Award

August 31, 2010, Quincy, MA... Small-car customers wondering if their micro-rides can stand up to hulking SUVs and trucks can slip behind the wheel of the 2011 Ford Fiesta with confidence. After a battering at the hands of the Insurance Institute for Highway Safety (IIHS), the new Fiesta has received a coveted Top Safety Pick award.

Ford's Fiesta is the first minicar to receive Top Safety Pick honors from the IIHS, which are awarded to vehicles with electronic stability control that earn the best-possible "good" rating for frontal, side, rear and rollover protection. The rating applies only to models made for the U.S. market after July, when Ford redesigned the outer door handles to keep the doors closed in the event of an impact.

"Safety is a top concern for car buyers here in New England. Snow and ice inevitably bring skidding accidents, and people want to know that the car they choose will protect them," said Paul Zupofska, general manager of Quirk Ford, a Greater Boston Ford dealer. "You don't need to look at a Fiesta and ask, 'Is it safe?' The proof is in the IIHS test results."

High-strength steels found in the Fiesta's body, beams, rails and panels absorb the energy of an impact, allowing the cabin to maintain its shape. The Fiesta offers the most airbags of any car in its class, including an airbag to protect the driver's knees. On-board sensors can detect passenger weight and whether or not the seatbelt is fastened, adjusting the deployment of airbags to reduce injuries.

Massachusetts Ford owners will find electronic stability control a valuable feature when snow and ice turn friendly roads fierce. Ford's AdvanceTrac system constantly checks for signs of a skid, then throttles down the engine and applies the brakes to slipping wheels to help the driver stay in control.

In years past, the tougher IIHS testing standards would have assured the Fiesta of four- or five-star crash ratings from the National Highway Safety Administration (NHTSA). This year's NHTSA testing will be more difficult, but Ford expects the Fiesta to perform well when it runs the new NHTSA gauntlet.

"Some people still have that image of small, inexpensive cars as flimsy," Zupofska said. "A lot of cheap cars sacrificed safety for a low price during the 1990s. Ford made the Fiesta affordable, not cheap, and built a lot of high-end features into the car. This approach is why the Fiesta performed so well in crash tests."

The Top Safety Pick award for the Fiesta carries an additional bonus for Ford. With eight IIHS Top Safety Picks in their model lineup, Ford now holds more of the awards than any other automaker that manufactures for the U.S. market.

About Quirk Ford:

Quirk Ford, located in Quincy, Massachusetts, is committed to providing Ford customers throughout Greater Boston with the quality sales, service and parts experience they deserve. A winner of The President's Award for customer satisfaction six years in a row, Quirk offers a full line of new Ford vehicles, including the Ford Fusion, Ford Focus and Escape Hybrid models, as well as an extensive selection of pre-owned cars, SUVs, trucks and hybrids. For more information, call 877-236-7314, visit their website at www.quirkford.com, or visit their dealership at 540 Southern Artery, Quincy, MA.

We have a strong and committed sales staff with many years of experience satisfying our customers' needs in Norfolk County. Located in Quincy, Massachusetts and neighbors to Braintree, Weymouth, and Hingham we will help you find the right vehicle for your needs.

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