

Quirk Ford: No Fiesta Shortage Here

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Press release from: [Quirk Ford](#)

August 31, 2010, Quincy, MA... At Quirk Ford in Quincy, MA, General Manager Paul Zupofska looks at the collection of Fiesta subcompacts on his lot. Inventory is high at the moment for Ford's popular new model, but a new shipping delay could leave Greater Boston Ford buyers waiting to get behind the wheel of the eco-friendly car.

Ford halted all shipments of the 2011 Fiesta from its production plant in Mexico in late August, citing quality concerns. Although Ford has made no official statement on the reason for the interruption, Reuters reported that two sources with knowledge of the problem said that a seat lever failed to meet Ford specifications.

Around 6,800 Fiestas were held back from delivery for a quality inspection. According to USA Today, only 12 of 2,300 vehicles inspected did not meet Ford standards. The remaining Fiestas have been sent to U.S. dealerships, with another 4,500 to follow once inspections are complete.

"For the moment, we're in great shape with our Fiesta inventory at Quirk Ford," Zupofska said. "We have 19 in stock, including the hard-to-find standard-transmission models. We know that more are on the way, we just can't say when they'll get here."

This is the second shipping delay to interrupt the launch of the new Ford Fiesta. A one-two punch of Hurricane Alex and Tropical Storm Bonnie damaged railroads near the Fiesta plant in June, preventing the cars from reaching dealerships. Ford responded to the delays by giving \$50 Visa gift cards to any buyer who has waited more than a month to take delivery of a Fiesta.

While the launch has been bumpy, the Fiestas that have found their way to the United States have been greeted with a warm reception. July Fiesta sales totaled 3,349 vehicles, and dealers like Quirk Ford said that inventory issues were the only thing holding sales back.

"Massachusetts Ford buyers are excited about the Fiesta because of its size, features and fuel economy," Zupofska said. "This is a great car for the crowded streets of Boston, Cambridge, Quincy and Somerville. The size makes it easy to park, while the performance and the safety features mean you won't be terrified to drive it on the Southeast Expressway."

The Fiesta recently received high marks for safety, becoming the first minicar to receive Top Safety Pick honors from the Insurance Institute for Highway Safety. In the coming months, the Fiesta will be one of the models subjected to new, tougher National Highway Traffic Safety Administration testing.

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.

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