

Ford ASPIRE



When you're the best, it shows.

What auto experts are saying about the Ford Aspire.

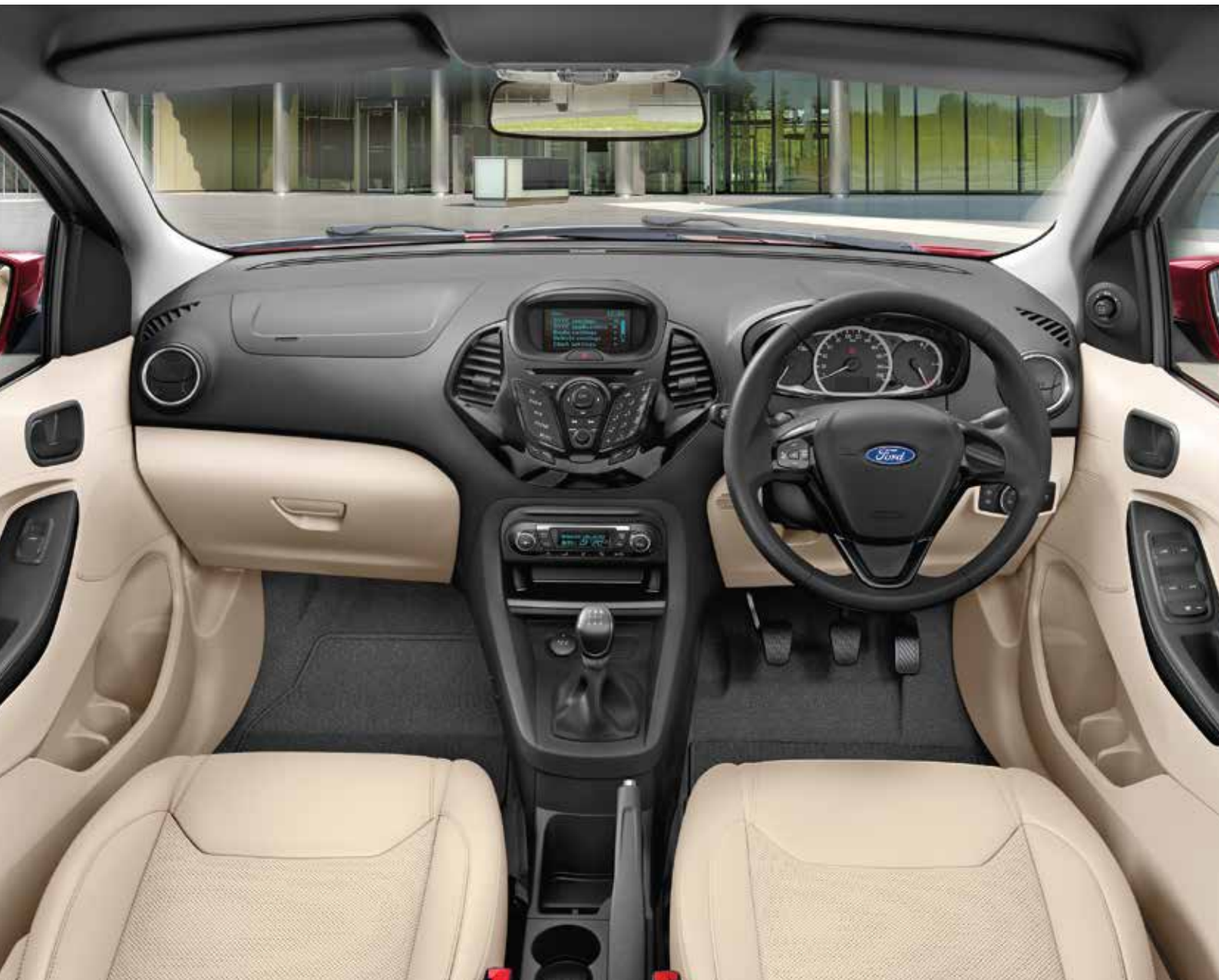
"The Aspire is a very impressive package which is arguably the best to drive in the segment and is incredibly spacious for a car in the sub-four-meter category." – **The Hindu Business Line**

"The car looks smart, is good on quality, drives well, offers powerful and efficient engines and most importantly, gets a long list of standard safety and comfort features." - **Overdrive**

"The Figo Aspire ticks all the right boxes – it has arguably the best styling, the most spacious interior, great features and performance and above all, unmatched safety features."- **Clint Thomas, Editor, Yahoo India**

"It's smart and well-engineered, comes with a long list of features, and scores heavily in its crucial test - being a good city car." – **carandbike – an NDTV venture**

"The Aspire holds its ground over rough terrain with great finesse; Is it the best riding car in the segment? Possibly. The Aspire is also much easier to drive in start-stop traffic and much easier to maneuver into tight parking spots due to this steering feel. It isn't run of the mill like its competition and certainly offers an angle of fun and excitement unlike some cars in the segment. It looks handsome, has well-made interiors and drives well too." - **ET Zigwheels**



Powerful, efficient and smart.

Everything you want in a car, and more. Best of power, greater fuel efficiency, and a range of smart features.



1.5L TDCi Diesel Engine (Manual Transmission)



73.8 kW
POWER



25.83 km/l*
FUEL ECONOMY

1.2L Ti-VCT Petrol Engine (Manual Transmission)



64.7 kW
POWER



18.16 km/l*
FUEL ECONOMY

1.5L Ti-VCT Petrol Engine (Dual Clutch, Automatic Transmission)



82.3 kW
POWER



17.0 km/l*
FUEL ECONOMY



MyFord Dock®

Mount, charge, and integrate your devices into the car's entertainment system while keeping them **easily accessible**.



SYNC® AppLink™

Call, text, or listen to songs hands-free, with our **voice-activated SYNC® system**. And in case you need it, SYNC®'s Emergency Assistance will automatically call emergency services and send your location using your paired phone.



Spacious Cabin

With the Ford Aspire's spacious interior, say goodbye to cramped spaces. **Now every drive will be an opportunity to relax.**



Automatic Climate Control

Once you set a temperature, this class leading system maintains it with outstanding precision. And because it's super-efficient, you **save fuel** while staying comfortable.

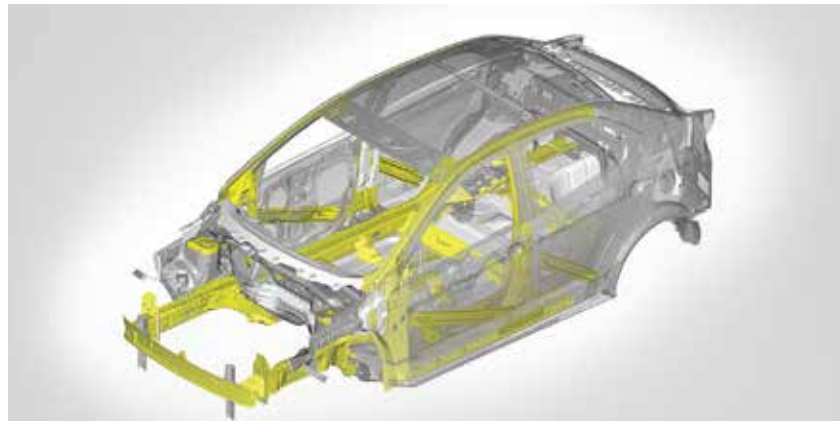
More than peace of mind. Total confidence.

With 6 airbags, including first-in-class side and curtain airbags, experience the highest levels of protection for you and your family.



6 Airbags

With **2 airbags as standard**, the Ford Aspire offers a total of 6 airbags. Including first-in-class side and curtain airbags for extra protection.



High-Strength Steel Cage

Get enhanced protection with a **robust body structure** constructed from high-strength steel.



ABS with EBD

Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) **balances the brake force** between front and rear wheels and **prevents the wheels from locking**.



Smart Drive (HLA + ESP + EPAS)

Hill Launch Assist (HLA), Electronic Stability Program (ESP), and Electric Power Assist Steering (EPAS) help provide a **comfortable and worry free drive on every terrain**.



Ford MyKey®

Ford Aspire's first-in-class Ford MyKey® technology provides an **extra element of safety**, allowing drivers to set speed warnings, activate a seat belt reminder, **limit the car's top speed** as well as audio volume.



Perimeter Alarm

Triggers an alarm, activating a **theft indicator** on the vehicle's instrument panel when unauthorised entry is detected.

Colours

Choose from an assortment of attractive colours for your Ford Aspire and drive away with the one that appeals to you the most.



Ruby Red



Sparkling Gold



Oxford White



Absolute Black



Deep Impact Blue



Ingot Silver



Smoke Grey

Optional Accessories



Ambient Lighting



Illuminated Scuff Plates



Rear-View Mirror Camera



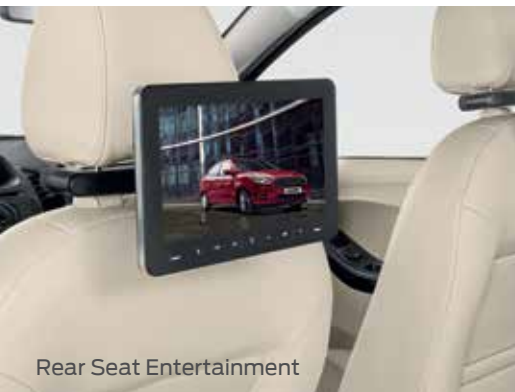
Body Side Protection Moulding – Chrome



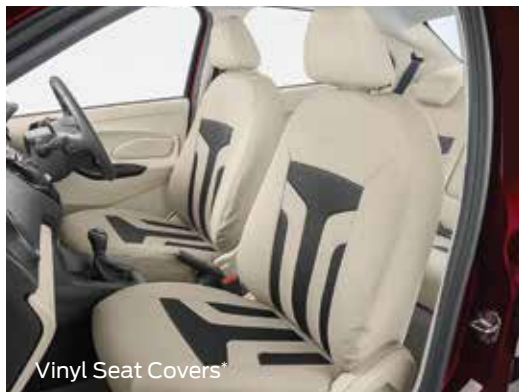
Reverse Parking Sensors



Slimline Weathershields



Rear Seat Entertainment



Vinyl Seat Covers*



Vinyl Seat Covers*

Other Accessories:

Car Cover | Carpet Floor Mats | Carpet Trunk Mat | Pillows and Neckrest | Stainless Steel Scuff Plates | Chrome Exterior Kit | Thermocooler | Graphics | Emergency Lamp

*Vinyl seat covers are available in Ambiente, Trend and Titanium variants.

Service that's surprisingly affordable.

When you buy a Ford, you get low cost of maintenance, an assurance of transparency at every step, and a relationship that lasts a lifetime.

Ford Service Price Promise

Warranty that lasts

More sub-assembly parts



Service price at your fingertips

Affordable parts

Ford Service Price Promise



Believe in facts, not impressions, when it comes to Ford service. Here is the Ford Aspire's periodic maintenance table for you to see, and judge for yourself.

Periodic maintenance service prices~

The price you see is the price you pay.

Service Intervals / kms	1 year / 10,000 kms	2 years / 20,000 kms	3 years / 30,000 kms	4 years / 40,000 kms	5 years / 50,000 kms	6 years / 60,000 kms	7 years / 70,000 kms	8 years / 80,000 kms	9 years / 90,000 kms	10 years / 1,00,000 kms
Ford Aspire Petrol	1,469	4,539	3,453	5,189	3,453	4,539	3,453	5,189	3,453	4,539
Ford Aspire Diesel	1,713	4,783	5,167	4,956	3,697	6,253	3,697	4,956	5,167	4,783

~(All Prices in INR) Windshield wash fluid is optional

Service price at your fingertips



Knowing the service cost of your car is easier than ever. All you have to do is send a text message!
Just SMS <Carname> <Fuel Type: P or D> <Kilometers Run> <Vehicle Age (in months)> to 56263.
Example: **Aspire P 22000 18** to **56263** or simply log on to www.fordservicepricepromise.com to calculate.

Warranty that lasts



With a Ford you get **2 years/1 Lakh Kms of warranty as standard**, that's extendable for up-to 5 years. So you'll always be tension free.

Affordable parts



When it comes to parts prices, Ford keeps your pockets happy! We work hard everyday to localise and make your spare parts readily available, so you save more.

"Ford easily beats the competition on spare parts price" - AUTOCAR India Spare Parts Price Survey, December 2016

To get Autocar full survey SMS **FORD** to **56263**.

More sub-assembly parts



Why change the whole ORVM for just a cracked mirror? With Your Ford Aspire's sub-assembly parts, you have the freedom of getting your car fixed in no time, at a much lower cost. **Replace the damaged part and pay for just that, not for the entire assembly.**

Technical Specifications

Dimensions			
Overall Length (mm)	3995		
Overall Width (mm)	1695		
Overall Height (mm)	1525		
Wheelbase (mm)	2491		
Front Track (mm)	1492		
Rear Track (mm)	1484		
Ground Clearance (mm)	174		
Turning Radius (m)	4.9		
Boot Space (l)	359		
Fuel Tank Capacity (l)	Petrol - 42 Diesel - 40		
Engine	1.5l TDCi (Diesel)	1.2l Ti-VCT (Petrol)	1.5l Ti-VCT (Petrol)
Displacement (cc)	1498	1196	1499
Compression Ratio	16:1	11:1	11:1
Max. Engine Output, kW @ rpm	73.8 @ 3750 rpm	64.7 @ 6300 rpm	82.3 @ 6300 rpm
Max. Torque, Nm @ rpm	215 @ 1750-3000 rpm	112 @ 4000 rpm	136 @ 4250 rpm
Suspension			
Front	Independent McPherson strut with coil spring		
Rear	Semi-independent twist beam with twin gas and oil filled shock absorbers		
Brakes			
Front	Ventilated Disc		
Rear	Drum		
Wheels & Tyres	Ambiente	Trend	Titanium & Titanium +
Wheels & Tyres	175/65 R14 Steel	175/65 R14 Steel	175/65 R14 Alloy
Steering			
Type	Electric Power Assist Steering		

Variants	Ambiente	Trend	Titanium	Titanium+
Powertrain Combination				
1.2l Ti-VCT Petrol MT	✓	✓	✓	✓
1.5l Ti-VCT Petrol AT	-	-	✓	-
1.5l TDCi Diesel MT	✓	✓	✓	✓

Features

Variants	Ambiente	Trend	Titanium	Titanium+
Exterior				
Headlamp Leveling	✓	✓	✓	✓
Front Fog Lamps	-	✓	✓	✓
Rear Fog Lamps	✓	✓	✓	✓
Door Handles	Black	Body Coloured	Body Coloured	Body Coloured
Front Grille - Surround	Black	Silver Painted	Chrome	Chrome
Front Grille - Bars	Black	Black	Chrome	Chrome
Outside Rear-View Mirrors (ORVMs)	Black	Body Coloured	Body Coloured	Body Coloured
Front & Rear Bumpers	Body Coloured	Body Coloured	Body Coloured	Body Coloured
B/C Pillar Black Applique	-	✓	✓	✓
Rear Defogger	-	-	✓	✓
Rear Applique on Decklid	Silver Painted	Chrome	Chrome	Chrome
Headlamp Bezel	Black	Chrome	Chrome	Chrome
Interior				
Two Tone (Charcoal Black + Light Oak) Environment	✓	✓	✓	✓
Seat Upholstery	Fabric	Fabric	Fabric	Leather
Front Door Panel Insert	-	-	Fabric	Fabric
Premium Proteus Black Interior Applique				
- Inner Door Handle	-	✓	✓	✓
- Audio Bezel	-	-	✓	✓
- Steering Wheel Bezel	-	-	✓	✓
Adjustable Front & Rear Seat Headrests	✓	✓	✓	✓
Map Pocket - Driver/Front Passenger Seat	✓	✓	✓	✓
Parking Brake Lever Tip	Black	Chrome	Chrome	Chrome
Rear Seat Center Armrest	-	✓	✓	✓
Driver Seat Height Adjustment	-	-	✓	✓
Passenger Vanity Mirror	-	✓	✓	✓
12V Power Point - Front	✓	✓	✓	✓

Features

Variants	Ambiente	Trend	Titanium	Titanium+
Comfort & Convenience				
Front Dome Lamp	✓	✓	✓	✓
Welcome Lamps	✓	✓	✓	✓
Boot Lamp	-	✓	✓	✓
Manual A/C	✓	✓	-	-
Auto A/C	-	-	✓	✓
Steering Wheel Mounted Audio Controls	-	✓	✓	Audio+Phone
Tilt Steering	✓	✓	✓	✓
Cluster Display				
- Gear Shift Indicator	-	✓	✓	✓
- Distance to Empty	✓	✓	✓	✓
- Maintenance Warning	✓	✓	✓	✓
- Door Ajar Warning	✓	✓	✓	✓
- Low Fuel Warning	✓	✓	✓	✓
- Water Temperature Warning Light	✓	✓	✓	✓
Turn Indicators on ORVMs	-	✓	✓	✓
Power Adjustable ORVMs	-	✓	✓	✓
Power Fold ORVMs	-	-	✓	✓
Power Windows	Front	Front+Rear	Front+Rear	Front+Rear
Driver Side Power Window With One Touch Up & Down	✓	✓	✓	✓
6-Speed Variable Intermittent Front Wipers	✓	✓	✓	✓
MyFord Dock®	-	✓	✓	-
Auto Door Lock @ 20km/hr	✓	✓	✓	✓
Tachometer	-	✓	✓	✓
Interior Grab Handles with Coat Hooks	✓	✓	✓	-
Battery Saver	✓	✓	✓	✓
Electric Boot Release	✓	✓	✓	✓
Infotainment & Connectivity				
FM/AM Radio + Aux-in + USB	-	✓	✓	✓
CD/MP3 Player	-	-	-	✓
*Bluetooth®	-	✓	✓	✓
4 Speakers (2 Front + 2 Rear)	-	✓	✓	✓
2 Line MFD Screen	-	✓	✓	-
MFD Screen 8.89 cm	-	-	-	✓
SYNC® AppLink™ (with Voice Control)	-	-	-	✓
Safety & Security				
Driver & Passenger Airbags	✓	✓	✓	✓
Side & Curtain Airbags	-	-	✓(optional*)	✓
ABS¹ with EBD²	✓(optional#)	✓	✓	✓
ESP³ + TCS⁴ + HLA⁵	-	-	✓(only AT)	-
Ford MyKey®	-	-	-	✓
Keyless Entry	✓	✓	✓	✓
Engine Immobiliser	✓	✓	✓	✓
Perimeter Alarm	-	-	✓	✓
Emergency Assistance	-	-	-	✓
Front 3 Point Seat Belts	✓	✓	✓	✓
Rear Seat Belts (3 Points Outer, Lap Middle)	✓	✓	✓	✓
Height Adjustable Front Seat Belts	-	-	-	✓
Driver Seat Belt Reminder	-	-	✓	✓

*Side & Curtain Airbags are available as an option in Titanium variant. #ABS with EBD is available as an option in Ambiente variant.

1. Anti-lock Braking System 2. Electronic Brake Force Distribution 3. Electronic Stability Program 4. Traction Control System 5. Hill Launch Assist



BUILT QUALITY, GREEN, SAFE AND SMART

FORD SERVICE

DIESEL 25.83km/l*

PETROL 18.16km/l**

GIVE A MISSED CALL ON
0124-6655456
TO BOOK A TEST DRIVE TODAY



1800 209 7400

Dealer Stamp

Savings on Service:

The Ford Aspire comes with 2 years/100,000 kilometre warranty

- **Extended Warranty:** To cover your car against all electrical & mechanical failures, for an additional period
- **Scheduled Service Plan:** Covers Periodic Maintenance Services
- **Total Maintenance Plan:** Covers complete maintenance of your car for guaranteed peace-of-mind ownership
- **Roadside Assistance:** 24x7 helpline with Pan India coverage to connect you to the nearest Ford Service Centre

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