

Go Further



PRESENTING

NEW ASPIRE
Ford



POWER, STYLE AND SUBSTANCE.

The New Ford Aspire is here to set you apart. Its powerful engine propels you ahead in life. Its stylish design leaves a lasting impression. Its technology and safety features put your mind at ease. So, get set to drive the New Ford Aspire. Made for those who don't believe in following others, but making their own way.

CHOOSE YOUR OWN PATH. WHY FOLLOW.





POWER

The New Ford Aspire's latest 1.2l Ti-VCT engine powers you ahead of the crowd, making it your perfect partner as you progress from one milestone to another.



96PS
(70.79kW)

1.2l Ti-VCT Petrol Engine
96PS (70.79kW) Power
20.4km/l **Fuel Economy



100PS
(74.00kW)

1.5l TDCi Diesel Engine
100PS (74.00kW) Power
26.1km/l **Fuel Economy



STYLE

The New Ford Aspire is elegantly designed to look distinctive and draws admiration from all directions. With a host of stylish features, the New Ford Aspire ensures that you never go unnoticed.



BOLD STANCE

The **premium cellular grille** gives a classy, bold look to the New Ford Aspire.



R15 (195/55 R15) ALLOY WHEELS

Stand apart from the crowd as you zip through roads with these stylish R15 alloy wheels.



PREMIUM INTERIORS

The elegantly crafted interiors make every journey a comfortable one, no matter how long or short.



SUBSTANCE

The New Ford Aspire comes with the latest innovations in technology and safety features that keep you informed, entertained and safe.



SYNC® 3

Make calls and listen to your favourite songs anytime, anywhere with SYNC® 3. Its 16.51cm (6.5) touchscreen is both Apple CarPlay and Android Auto compatible.



RAIN-SENSING WIPERS

Nothing should distract you as you drive. Whether it's a drizzle or a hailstorm, these wipers automatically turn on.



AUTOMATIC HEADLAMPS

When it gets dark, these powerful headlamps illuminate the road ahead, giving you a clear view.



PUSH BUTTON START

To bring the engine to life, just press the start button.



AUTOMATIC CLIMATE CONTROL

You can't control the weather outside, but you can set the temperature exactly to your liking inside the New Ford Aspire.



6 AIRBAGS

The New Ford Aspire comes with front, side and curtain airbags to keep you and your loved ones protected.



REAR-VIEW CAMERA

When you reverse, the rear-view camera automatically turns on, giving you a clear view of what's behind.



ABS & EBD

Anti-lock Braking System (ABS) and Electronic Brakeforce Distribution (EBD) balance the brakeforce between the front and rear wheels. This helps you get a better grip on the road, keeping the drive smooth.



SMART DRIVE (HLA + ESP + EPAS)*

Experience great control on inclines with Hill Launch Assist (HLA). Navigate those quick turns and sharp bends with Electronic Stability Program (ESP) and Electric Power Assisted Steering (EPAS).



EMERGENCY ASSISTANCE

In case of a crisis, this system shuts down the fuel pumps and automatically shares your GPS location with the emergency services.

*HLA - Hill Launch Assist, ESP - Electronic Stability Program, EPAS - Electric Power Assist Steering



WHY FOLLOW WHEN YOU CAN LEAD.

Distinctive by design. Unmatched in power. Miles ahead in technology and safety. The New Ford Aspire separates you from the rest and keeps you comfortably ahead. Just the way you like it.



FORD SERVICE

Longer the warranty, lesser the worries. So, bring home the New Ford Aspire and take the road less travelled with your mind at ease.



First-in-Class* Standard 5-Year Warranty

The New Ford Aspire comes with a **5-year/1 lakh kms warranty**, which includes a 2-year factory warranty and 3-year extended warranty¹.

Ford Service Price Promise

Believe in facts, not impressions, when it comes to Ford service. Here is the New 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.

Model	Variant	Engine	1 year / 10,000 kms	2 year / 20,000 kms	3 year / 30,000 kms	4 year / 40,000 kms	5 year / 50,000 kms	6 year / 60,000 kms	7 year / 70,000 kms	8 year / 80,000 kms	9 year / 90,000 kms	10 year / 100,000 kms
New	Petrol	1.2L	1,657	4,134	3,581	4,134	3,581	5,803	3,581	4,134	3,581	4,134
Ford	Petrol	1.5L	1,302	3,779	3,226	3,779	3,226	5,448	3,226	3,779	3,226	3,779
Aspire	Diesel	1.5L	1,574	4,609	5,442	4,609	4,129	6,621	4,129	4,609	5,442	4,609

¹All Prices in INR. Windshield wash fluid is optional.

Affordable Parts

When it comes to the price of car parts, Ford keeps your pockets happy! We work hard every day to localise and make the spare parts readily available, so you save more.

More Sub-Assembly Parts

Why change the whole ORVM for just a cracked mirror? With your New 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.**

¹Segment/Class definition: Compact sedans under 4 metres for Ford Aspire.

COLOURS



White Gold



Moondust Silver



Deep Impact Blue



Absolute Black



Smoke Grey



Ruby Red



Oxford White

ACCESSORIES

Make your New Ford Aspire stand out from the crowd with our range of accessories.



Body Stripe Kit



Roof Wrap



Slimline Weathershield



Neck Rest



Pillows



Illuminated Scuff Plate



Seat Covers*



Alloy Wheel



Chrome Body Side Protection Moulding

*Not applicable for variants with side & curtain airbags.

Other Accessories: Automatic Headlamps | Engine Undershield | Anti-Theft Nuts | Carpet Floor Mat | Stainless Scuff Plate | Chrome Cellular Grille & Grille Surround | Front & Rear Mud Flaps | Fog Lamp Kit | Chrome Exterior Pack | Trunk Mat | Graphics | Black Body Side Protection Moulding | Rear-View Camera | Smart Ambient Lighting | Shark Fin | Car Cover | Ash Tray

Technical Specifications

Engine	Petrol		Diesel
Transmission	5-Speed Manual	6-Speed Automatic	5-Speed Manual
Applicability	All Variants	Only Titanium	All Variants
Displacement, cc	1194 cc	1497 cc	1498 cc
Max. Engine output, PS (kW) @ rpm	96PS (70.79kW) @ 6500 rpm	123PS (90.3kW) @ 6500 rpm	100PS (74.0kW) @ 3750 rpm
Max. Torque, Nm @ rpm	120 Nm @ 4250 rpm	150 Nm @ 4500 rpm	215 Nm @ 1750-3000 rpm
Fuel Efficiency (km/l)	20.4 km/l (Ambiente, Trend, Trend+) 19.4 km/l (Titanium, Titanium+)	16.3km/l	26.1km/l
Kerb Weight (kg)**	1016-1043 kg	1103 kg	1053-1080 kg
Fuel Tank Capacity (l)	42l		40l
Dimension			
Overall Length (mm)	3995		
Overall Width (mm)	1704		
Overall Height (mm)	1525		
Wheelbase (mm)	2490		
Suspension			
Front	Independent McPherson		
Rear	Semi-Independent (Twist Beam type)		
Brakes			
Front	Ventilated Disc Brakes / Hydraulic, Vacuum Assisted, Tandem Master Cylinder		
Rear	Drum Brakes / Hydraulic, Vacuum Assisted, Tandem Master Cylinder with Auto Slack Adjuster		
Steering			
Technology	Electric Power Assist		
Functionality	Tilt Only		
Wheels* & Tyres	Ambiente	Trend	Titanium
Wheels		Trend+	Titanium+
Tyres	5.5x14 Steel Wheels 175/65 R14		6.0x15 Alloy Wheels 195/55 R15

*Spare wheel is made of steel and size is 175/65 R14.

Features

Variants	Ambiente	Trend	Trend+	Titanium	Titanium+
Exterior					
Rear Fog Lamps	✓	✓	✓	✓	✓
B-Pillar Black Applique	-	✓	✓	✓	✓
Front Fog Lamps	-	-	✓	✓	✓
Rear Defogger	-	-	✓	✓	✓
Outer Door Handles	Black	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Front Grille Surround	Black	Silver Painted	Silver Painted	Chrome	Chrome
Premium Cellular Grille	Black	Rhodium Silver	Rhodium Silver	Diversión Silver	Diversión Silver
Outside Rear-View Mirrors	Black	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Front & Rear Bumpers	Body Coloured	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Rear Applique on Decklid	Painted	Painted	Painted	Chrome	Chrome
Interior					
Two Tone (Sand + Light Oak) Environment	✓	✓	✓	✓	✓
Adjustable Front & Rear Seat Headrests	✓	✓	✓	✓	✓
Map Pocket - Driver/Front Passenger Seat	✓	✓	✓	✓	✓
12V Power Source Outlet - Front	✓	✓	✓	✓	✓
Seat Upholstery	Fabric	Fabric	Fabric	Fabric	Fabric
Rear Seat Center Armrest	-	✓	✓	✓	✓
Passenger Vanity Mirror	-	✓	✓	✓	✓
Front Door Panel Insert	-	Fabric	Fabric	Fabric	Fabric
Driver Seat Height Adjustment	-	-	-	✓	✓
Parking Brake Lever Tip	Black	Chrome	Chrome	Chrome	Chrome
Infotainment & Connectivity					
Audio with AM/FM Radio + USB*	-	✓	✓	✓	✓
~Bluetooth®	-	✓	✓	✓	✓
4 Speakers (2 Front + 2 Rear)	-	✓	✓	✓	✓
Embedded Navigation	-	-	✓	✓	-
Touchscreen (Capacitive) Infotainment System	-	-	17.78 cm (7.0)	17.78 cm (7.0)	16.51 (6.5)
Emergency Assistance	-	-	-	-	✓
SYNC® 3 (with Voice Control)	-	-	-	-	✓
Mobile Connectivity with Apple CarPlay & Android Auto	-	-	-	-	✓

*2 USB ports in Titanium+

Features

Variants	Ambiente	Trend	Trend+	Titanium	Titanium+
Comfort & Convenience					
Front Dome Lamp	✓	✓	✓	✓	✓
Welcome Lamps	✓	✓	✓	✓	✓
Tilt Steering	✓	✓	✓	✓	✓
Distance to Empty	✓	✓	✓	✓	✓
Door Ajar Warning	✓	✓	✓	✓	✓
Low Fuel Warning	✓	✓	✓	✓	✓
Variable Intermittent Front Wipers	✓	✓	✓	✓	✓
Electric Boot Release	✓	✓	✓	✓	✓
Driver Side Power Window with One Touch Down	✓	✓	✓ (Up & Down)	✓ (Up & Down)	✓ (Up & Down)
Boot Lamp	-	✓	✓	✓	✓
Gear Shift Indicator	-	✓	✓	✓	✓
Turn Indicators on ORVMs	-	✓	✓	✓	✓
Tachometer	-	✓	✓	✓	✓
Interior Grab Handles with Coat Hooks	✓	✓	✓	✓	-
Inner Rear-View Mirror	Day/Night	Day/Night	Day/Night	Day/Night	Electrochromic
Power Windows	Front	Front & Rear	Front & Rear	Front & Rear	Front & Rear
Auto A/C	Manual	Manual	✓	✓	✓
Steering Wheel Mounted Audio Controls	-	-	✓	✓	✓
Rear-View Camera	-	-	✓	✓	✓
Power Adjustable ORVMs	-	-	✓	✓	✓
Power Fold ORVMs	-	-	✓	✓	✓
Push Button Start	-	-	-	✓	✓
Rain-Sensing Wipers	-	-	-	-	✓
Auto Headlamps	-	-	-	-	✓
Safety & Security					
Driver & Passenger Airbags	✓	✓	✓	✓	✓
Rear Parking Sensors	✓	✓	✓	✓	✓
ABS ¹ with EBD ²	✓	✓	✓	✓	✓
Engine Immobiliser	✓	✓	✓	✓	✓
Front 3 Point Seat Belts	✓	✓	✓	✓	✓
Rear Seat Belts (3 Point Outer, Lap Middle)	✓	✓	✓	✓	✓
Driver & Passenger Seat Belt Reminder	✓	✓	✓	✓	✓
Remote Keyless Entry	-	✓	✓	✓	✓
Perimeter Alarm	-	-	✓	✓	✓
Emergency Assistance	-	-	-	-	✓
HLA ³ + ESP ⁴ + TCS ⁵	-	-	-	Only AT	-
Side & Curtain Airbags	-	-	-	-	✓

1. Anti-Lock Braking System 2. Electronic Brakeforce Distribution 3. Hill Launch Assist 4. Electronic Stability Program 5. Traction Control System

FORD SERVICE

DIESEL 26.1km/l**

PETROL 20.4km/l**

GIVE A MISSED CALL TO
73304 73304
TO DOWNLOAD THE BROCHURE



1800 209 7400

Dealer Stamp

Savings on Service:

The New Ford Aspire comes with a standard 5-year/1 lakh kms of warranty (2-year factory warranty + 3-year extended warranty)¹

• **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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