

PRESENTING

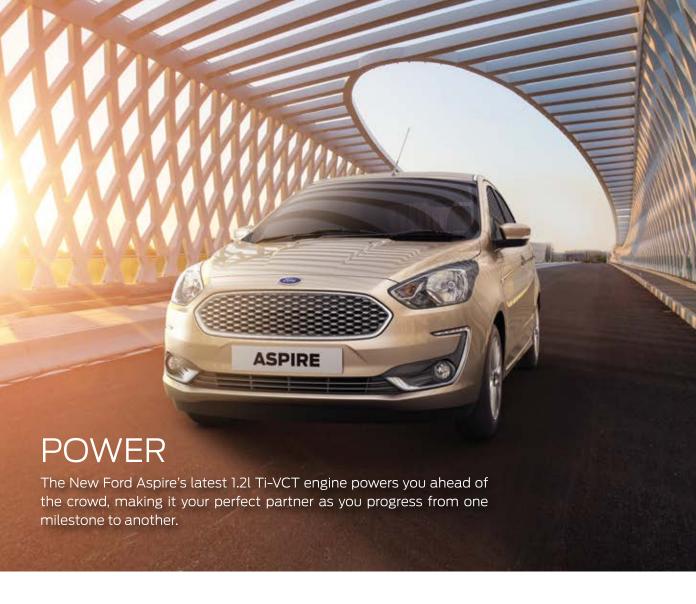


POWER, STYLE AND SUBSTANCE.

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.



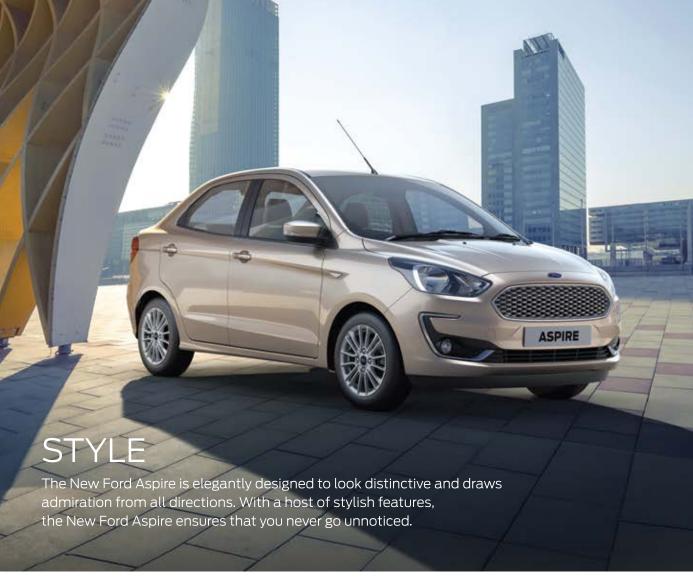






100PS (74.00kW)

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





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.



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)*

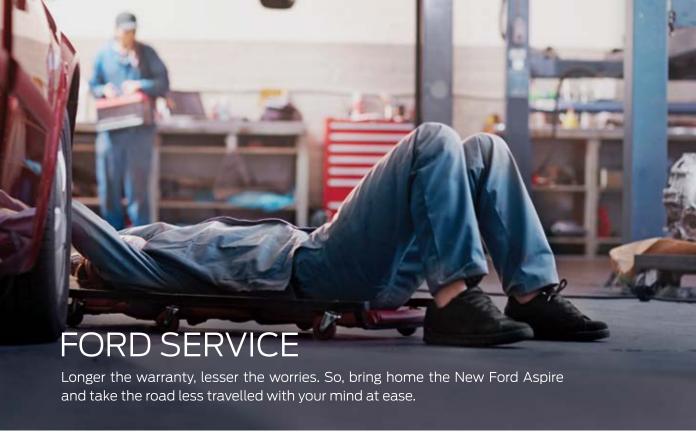
Experience great control on inclines with Hill Launch Assist (HLA). Navigate those quick turns and sharp bends with Electronic Stability Program (ESP) and Electric Power Assisted Steering (EPAS).



EMERGENCY ASSISTANCE

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







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 warranty!.

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

All 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.

COLOURS



White Gold



Moondust Silver



Deep Impact Blue



Absolute Black



Smoke Grey



Ruby Red

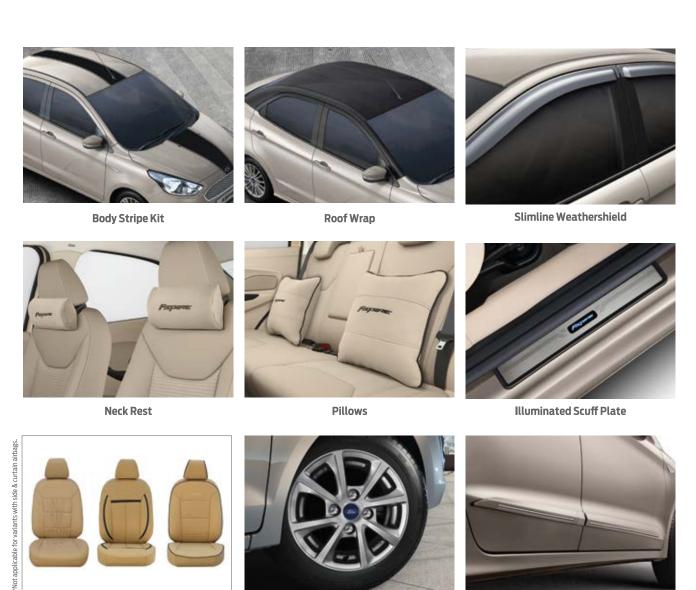


Oxford White

ACCESSORIES

Seat Covers*

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



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

Alloy Wheel

Chrome Body Side Protection Moulding

Technical Specifications

Engine	Pet	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	1053-108	O kg				
Fuel Tank Capacity (l)	42	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	Trend+	Titanium	Titanium+				
Wheels	5.5x14 Steel Wheels 6.0x15 Alloy Wh			/heels				
Tyres	175/65 R14 195/55 R15							

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

Features

Ambiente	Trend	Trend+	Titanium	Titanium+
✓	✓	1	✓	/
-	✓	/	✓	/
-	-	✓	✓	✓
-	1	✓	✓	✓
Black	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Black	Silver Painted	Silver Painted	Chrome	Chrome
Black	Rhodium Silver	Rhodium Silver	Diversion Silver	Diversion Silver
Black	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Body Coloured	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Painted	Painted	Painted	Chrome	Chrome
✓	/	1	✓	/
✓	/	1	✓	/
✓	/	1	/	/
1	/	1	✓	/
Fabric	Fabric	Fabric	Fabric	Fabric
-	✓	/	✓	/
-	/	1	✓	/
-	Fabric	Fabric	Fabric	Fabric
-	-	-	✓	/
Black	Chrome	Chrome	Chrome	Chrome
-	/	1	✓	/
-	/	1	1	/
-	/	1	✓	/
-	-	✓	✓	-
-	-	17.78 cm (7.0)	17.78 cm (7.0)	16.51 (6.5)
-	-	=	-	/
-	-	-	-	/
-	-	-	-	✓
	Black Black Black Black Body Coloured Painted Fabric Black Black Fabric	-	-	-

^{*2} USB ports in Titanium+

Features

Variants	Ambiente	Trend	Trend+	Titanium	Titanium+
Comfort & Convenience					
Front Dome Lamp	/	1	1	/	1
Welcome Lamps	/	1	1	1	1
Tilt Steering	/	1	1	/	1
Distance to Empty	/	1	1	/	1
Door Ajar Warning	/	1	1	1	1
Low Fuel Warning	/	1	1	/	1
Variable Intermittent Front Wipers	/	1	1	1	1
Electric Boot Release	/	1	1	/	/
Driver Side Power Window with One Touch Down	/	1	√ (Up & Down)	√(Up & Down)	√ (Up & Down)
Boot Lamp	-	1	1	/	/
Gear Shift Indicator	-	1	1	/	1
Turn Indicators on ORVMs	-	1	1	1	1
Tachometer	-	1	1	/	/
Interior Grab Handles with Coat Hooks	/	1	1	/	-
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	1	1	1
Steering Wheel Mounted Audio Controls	-	-	1	1	✓
Rear-View Camera	-	-	1	1	1
Power Adjustable ORVMs	-	-	1	1	1
Power Fold ORVMs	-	-	✓	1	✓
Push Button Start	-	-	-	1	/
Rain-Sensing Wipers	-	-	-	-	1
Auto Headlamps	-	-	-	-	1
Safety & Security					
Driver & Passenger Airbags	/	✓	✓	/	✓
Rear Parking Sensors	/	1	1	1	1
ABS¹ with EBD²	✓	1	1	1	1
Engine Immobiliser	/	1	1	1	1
Front 3 Point Seat Belts	/	1	1	1	✓ /
Rear Seat Belts (3 Point Outer, Lap Middle)	/	1	1	/	✓ /
Driver & Passenger Seat Belt Reminder	/	1	1	1	1
Remote Keyless Entry	-	1	1	1	1
Perimeter Alarm	-	-	1	1	✓
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 7330473304 TO DOWNLOAD THE BROCHURE



1800 209 7400

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)

- 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

Dealer Stamp

• Roadside Assistance: 24x7 helpline with Pan India coverage to connect you to the nearest Ford Service Centre

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