

SAVE MORE WITH FORD



Ford India makes fuel efficient cars that are very involving to drive. And, as the latest Autocar India Cost of Maintenance survey shows, they are also low on maintenance costs and economical to run

AUTOCAR
INDIA

A SPECIAL PROJECT FOR FORD INDIA
(AN EXCERPT FROM AUTOCAR MAINTENANCE COST STUDY)

For discerning car buyers in India, the Ford brand has always been a bit special. Ford cars not only tick the right boxes in tackling everyday concerns like safety, reliability, fuel-efficiency and passenger comfort, they also go above and beyond in terms of the sheer driving pleasure they deliver. Take the Ford EcoSport, for example, which is one of the best-selling vehicles in the compact SUV segment. With its compact dimensions, powerful and efficient 1.5-litre petrol and diesel engine options and outstanding performance, the EcoSport has been a big hit with car buyers in India.

While the EcoSport's technical prowess and its accomplished driving experience are already widely acknowledged, did you know that it also offers some of the lowest maintenance costs in its segment? Yes, the EcoSport – as well as other cars and compact SUVs in Ford's India lineup – offer the lowest running costs in their respective segments, as evinced by Autocar India's latest Maintenance Cost Study.

Many first-time buyers only look at the initial price tag and fail to take into account factors like spare parts prices, longevity of consumables, labour rates and service costs, and service intervals. Autocar India's Maintenance Cost Study helps buyers take these factors into account before

making a purchase decision. In this study, cars and SUVs across multiple brands and segments were analysed and rated for their total maintenance costs, taking into account all the variables that can potentially push up the long-term cost of ownership. And, not surprisingly, Ford cars came out on top in most of their respective segments.

LOWEST RUNNING COSTS ACROSS SEGMENTS

The Ford Figo, one of the most engaging, enjoyable drives in the mid-range hatchback segment, also boasts the lowest running costs. Available with, both, 1.2-litre petrol and 1.5-litre diesel engine options, the Figo inches ahead of its rivals in terms of parts and service costs.



The Maintenance Cost Study took into account the first six services, including parts and labour costs. With maintenance costs of Rs 0.34 per km for the petrol variant and Rs 0.45 per km for the diesel, the Figo came out on top, making it the

“The Ford Figo boasts the lowest running costs in its segment”

leading contender in the mid-range hatchback segment.

Moving up to the compact sedan segment, the Ford Aspire performed very well, with the petrol variant posting a lowest-in-class maintenance cost figure. Taking into account parts and labour costs for the first six services, the Ford Aspire 1.2-litre petrol had a per km maintenance cost of Rs 0.34, which none of its rivals can match. The Aspire 1.5-litre diesel had a per km maintenance cost of Rs 0.45, which was bettered by the narrowest of margins by just one of its rivals, which makes both the petrol and diesel variants strong contenders in the compact sedan segment.

Compact SUVs are rapidly gaining popularity in India, and in this fast-growing segment, the

COMPACT SEDANS

	TATA TIGOR	HONDA AMAZE		FORD ASPIRE		HYUNDAI AURA			HYUNDAI XCENT		MARUTI DZIRE*
ENGINE	1.2P	1.2P	1.5D	1.2P	1.5D	1.0P	1.2P	1.2D	1.2P	1.2D	1.2P
COST OF PARTS											
Air Filter	602	437	390	358	360	184	184	184	184	184	290
Oil Filter	163	175	395	132	148	89	89	425	89	425	90
Fuel Filter	NA	499	1250	595	1140	397	397	975	397	1249	265
Washer Drain Plug	22	36	36	42	9	NA	NA	NA	NA	NA	6
Spark Plug (for entire set)	342	705	NA	375	NA	NA	302	NA	282	NA	800
Coolant	848	1042	1256	NA	NA	NA	NA	NA	NA	NA	338
Engine Oil	1925	1011	2024	1224	2041	1368	1368	1633	1368	1669	1735
Brake Fluid	218	165	165	489	489	NA	NA	NA	NA	NA	355
Pollen / HVAC Filter	232	NA	NA	163	163	198	198	198	394	394	NA
SERVICE INTERVALS	1 year or 15,000km	1 year or 10,000km		1 year or 10,000km		1 year or 10,000km			1 year or 10,000km		1 year or 10,000km
1st Service Cost (parts+labour)	3634	1222	2455	1398	2198	1457	1457	2058	1457	2094	1832
2nd Service Cost (parts+labour)	7103	3878	6762	3487	4287	1824	1640	3324	1820	3792	5145
3rd Service Cost (parts+labour)	8671	3322	5004	4171	6113	4077	4261	4678	4514	4967	4546
4th Service Cost (parts+labour)	7103	4586	6762	3487	4287	4444	4260	5944	4693	6665	6653
5th Service Cost (parts+labour)	NA	3157	6095	3324	4124	4077	4077	4678	4330	4967	4452
6th Service Cost (parts+labour)	NA	4503	7510	4815	5787	4810	4810	5944	5503	6666	5298
Total Cost (up to 60,000km)	26,511	20,668	34,588	20,682	26,796	20,689	20,505	26,626	22,317	29,151	27,926
Maintenance cost per km	0.44	0.34	0.58	0.34	0.45	0.34	0.34	0.44	0.37	0.49	0.47

ALL PRICES IN RUPEES, INCLUDING TAXES. EX-DELHI. *MARUTI SUZUKI COSTS SOURCED FROM DEALERS; TO BE USED AS ESTIMATES ONLY.

MID-RANGE HATCHBACKS

	MAHINDRA KUV100	FORD FIGO		HYUNDAI GRAND I10 NIOS			MARUTI SWIFT*	MARUTI IGNIS*
ENGINE	1.2P	1.2P	1.5D	1.0P	1.2P	1.2D	1.2P	1.2P
COST OF PARTS								
Air Filter	355	358	360	184	184	184	290	290
Oil Filter	171	132	148	89	89	425	90	90
Fuel Filter	301	595	1140	397	397	1018	265	265
Washer Drain Plug	9	42	9	NA	NA	NA	6	6
Spark Plug (for entire set)	342	375	NA	NA	302	NA	800	800
Coolant	NA	NA	NA	NA	NA	NA	338	338
Engine Oil	1236	1224	2041	1368	1368	1669	1736	1736
Brake Fluid	281	489	489	NA	NA	NA	355	355
Clutch Fluid	281	NA	NA	NA	NA	NA	NA	NA
Pollen / HVAC Filter	570	163	163	198	198	198	NA	NA
SERVICE INTERVALS	1 year or 10,000km	1 year or 10,000km		1 year or 10,000km			1 year or 10,000km	1 year or 10,000km
1st Service Cost (parts+labour)	1986	1398	2198	1457	1832	2094	1832	1832
2nd Service Cost (parts+labour)	2287	3487	4287	1824	1640	3399	5145	5122
3rd Service Cost (parts+labour)	3613	4171	6113	4077	4261	4714	4546	4369
4th Service Cost (parts+labour)	5464	3487	4287	4444	4260	6019	6653	6447
5th Service Cost (parts+labour)	4175	3324	4124	4077	4077	4714	4452	4369
6th Service Cost (parts+labour)	6003	4815	5787	4809	5087	6018	5298	5412
Total Cost (up to 60,000km)	23,528	20,682	26,796	20,688	20,782	26,958	27,926	27,551
Maintenance cost per km	0.39	0.34	0.45	0.34	0.35	0.45	0.47	0.46

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The Aspire 1.2 tops its segment with maintenance costs of Rs 0.34 per km.

Ford Freestyle simply annihilates its rivals, with a per km running cost of Rs 0.34 for the 1.2-litre petrol variant, and Rs 0.45 for the 1.5-litre diesel. Ford's other compact SUV, the EcoSport, also does very well, with Rs 0.36 per km for the petrol variant and Rs 0.46 per km for the diesel. With this, Ford's compact SUV duo stays ahead of rivals by a fairly significant margin.

If that wasn't enough already, Ford also continues its winning streak in the premium SUV (ladder-frame) segment, with maintenance costs of Rs 0.71 per km for the Endeavour 2.0-litre diesel, which

is the lowest in the segment. The Endeavour already has a well-earned reputation for being an all-around tough, do-it-all SUV. That it also boasts the lowest running costs in its segment just makes the deal sweeter.

Excerpts from Autocar India's Maintenance Cost Study, which provide a detailed breakdown of how maintenance costs were calculated across segments, are presented in the following pages. The figures provided in those excerpts show how, and in what ways, Ford cars and SUVs earn an advantage over their rivals in terms

of having the lowest maintenance costs. Read on to find out more.

MID-RANGE HATCHBACKS

With the budget and entry-level hatchbacks offering petrol-only power, the mid-range hatchback segment is where you will find the most affordable diesel. And while, in the pre-BS6 era, all the cars here had diesel power, it's now only the Nios and Figo that come with diesel engines. The KUV100, Swift and the Ignis are now petrol only.

● One-year/10,000km is the

standard service interval in this segment.

● It's a close fight for the top spot between the Hyundai and the Ford, though the Figo comes out on top in both, petrol and diesel guises, narrowly pipping the Hyundai.

● Ford charges a flat rate of Rs 1,926 for labour from the 20,000km service, amounting to a total of Rs 9,630. Hyundai, on the other hand, charges for labour from the 30,000km service at a flat rate of Rs 2,620, amounting to a total of Rs 10,480.

● The Mahindra KUV100 has a higher number of replacement parts, but what balances the Mahindra's cost are its labour rates. These are applicable from the 30,000km service onwards, averaging Rs 1,895 per service, which helps it tuck below the Maruti Swift and Ignis, the priciest cars to service in this segment.

● The two Marutis share the same engine and other components, but it is due to their preset labour charges that there is a slight difference in their total costs.

COMPACT SEDANS

The sub-four-metre sedan or compact sedan is a segment unique to India. Born out of the regulation that gives vehicles shorter than four metres – and with engines



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The Ford EcoSport and Freestyle have the lowest running costs among compact SUVs.
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the newer Aura's labour charges are Rs 2,620 per service, both from the 30,000km service mark. Curiously, the Xcent's pollen filter costs much more than the Aura's.

- The Tata Tigor requires the fewest services due to the longer service interval, but it is the second most costly to maintain.
- The Maruti Dzire is the costliest petrol compact sedan to maintain, and while the cost of replacement parts isn't particularly expensive, it is the labour charges from the 20,000km service, which average at Rs 2,700, that adds to the costs.
- The Honda Amaze diesel is much heavier on the pocket compared to the Ford Aspire, Hyundai Aura and Xcent. It is the only diesel car that requires a coolant change at the end of 60 months, which adds to its costs. And although not by a big margin,



less than 1.2 litres (petrol) and 1.5 litres (diesel) – certain tax breaks, the compact sedan was designed to provide the aspirational value of a sedan at an incremental price over a hatchback. And although this segment has witnessed an onslaught by compact SUVs, it still remains a busy space, with six offerings, namely the Tata Tigor, Honda Amaze, Ford Aspire, Hyundai Xcent, Hyundai Aura and the segment leader, the Maruti Dzire. After the onset of the stricter BS6 emission norms, Ford, Honda and Hyundai still offer petrol and diesel engine options, whereas Maruti and Tata are petrol only.

- A one-year/10,000km service interval is the norm in this segment, apart from the Tata Tigor, which has a longer, 15,000km service interval. Interestingly though, Tata calls in owners for a routine check-up every 7,500km, which is chargeable from the 22,500km mark, at Rs 850 per visit.
- What's interesting is that, among

the petrol sedans, the Honda Amaze, Ford Aspire and Hyundai Aura (with either the 1.0-litre or the 1.2-litre engine) are the most affordable to maintain, with identical costs of Rs 0.34/km.

- The Ford Aspire and Hyundai Aura also lock horns in the diesel segment and are the two most affordable ones, with near-identical costs of Rs 0.45/km and Rs 0.44/km, respectively.
- Ford's labour rate is set at a flat Rs 1,926 from the 20,000km

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Across segments, Ford cars and compact SUVs are the most economical
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service onwards, which is the lowest in this segment.

- Surprisingly, the Xcent, which shares its 1.2-litre petrol and diesel engines with the Aura, is a bit pricier to maintain. Hyundai also charges higher labour rates for the Xcent, at Rs 2,873 per service, while

COMPACT SUVs	HONDA WR-V		FORD ECOSPORT		FORD FREESTYLE		MAHINDRA XUV300		TATA NEXON		HYUNDAI VENUE			MARUTI VITARA BREZZA*
	1.2P	1.5D	1.5P	1.5D	1.2P	1.5D	1.2P	1.5D	1.2P	1.5D	1.2P	1.0P	1.5D	1.5P
ENGINE														
COST OF PARTS														
Air Filter	437	350	358	358	358	360	318	318	470	655	275	275	275	310
Oil Filter	175	395	132	148	132	148	236	171	163	192	89	89	425	165
Fuel Filter	NA	NA	595	1140	595	1140	301	960	NA	1202	780	780	1018	505
Washer Drain Plug	36	36	42	9	42	9	16	16	22	22	NA	NA	NA	5
Spark Plug (for entire set)	705	NA	375	NA	375	NA	NA	NA	1155	NA	227	NA	NA	440
Coolant	1413	1382	NA	NA	NA	NA	NA	NA	1166	1166	467	505	610	432
Engine Oil	1011	1932	931	2041	1224	2041	1412	2106	1925	2750	1188	1188	1749	2072
Transmission/Transaxle Oil	NA	NA	NA	NA	NA	NA	NA	NA	378	378	NA	NA	NA	NA
Brake Fluid	330	330	489	489	489	489	563	563	436	218	NA	NA	NA	355
Clutch Fluid	NA	NA	NA	NA	NA	NA	563	563	436	436	NA	NA	NA	NA
Pollen / HVAC Filter	779	779	163	163	163	163	230	230	414	414	371	371	371	550
SERVICE INTERVALS	1 year or 10,000km		1 year or 15,000km		1 year or 10,000km			1 year or 10,000km						
1st Service Cost (parts+labour)	2021	3162	1105	2198	1398	2198	1894	2523	3427	4281	1277	1277	2174	2242
2nd Service Cost (parts+labour)	5349	7818	3760	4505	3487	4287	2195	2523	8262	9712	1619	1894	3729	5861
3rd Service Cost (parts+labour)	4357	5663	4444	6329	4171	6113	3608	4567	9068	18954	4172	3897	4794	5133
4th Service Cost (parts+labour)	6057	7818	3760	4505	3487	4287	6013	7598	8262	9712	4239	4514	6349	7234
5th Service Cost (parts+labour)	4027	6715	3597	4342	3324	4124	4330	5290	NA	NA	4364	4403	5404	5003
6th Service Cost (parts+labour)	6263	8732	5088	6003	4815	5787	5304	5880	NA	NA	5441	5232	6348	5979
Total Cost (up to 60,000km)	28,074	39,908	21,754	27,882	20,682	26,796	23,344	28,381	29,019	42,659	21,112	21,217	28,798	31,452
Maintenance cost per km	0.47	0.67	0.36	0.46	0.34	0.45	0.39	0.47	0.48	0.71	0.35	0.35	0.48	0.52

ALL PRICES IN RUPEES, INCLUDING TAXES. EX-DELHI. *MARUTI SUZUKI COSTS SOURCED FROM DEALERS; TO BE USED AS ESTIMATES ONLY.



the Honda's labour costs are also a bit higher than the rest.

COMPACT SUVs

Compact SUVs seem to be just the perfect body style for India, combining the space and practicality of an SUV with the compact footprint of a small car. So much so that there have been

three new launches in the segment in 2020 – the Sonet, Urban Cruiser and Magnite – which, though, are too new to include in this survey. This segment sees a fair fight between a number of players like the Maruti Brezza, Tata Nexon, Ford EcoSport and the Hyundai Venue. We've even included Ford and Honda's compact crossovers, the Freestyle and WR-V.



With its maintenance cost of Rs 0.71 per km, the Ford Endeavour is the most economical in its class.

- All the compact SUVs have their service intervals set at one year/10,000km, except the Tata Nexon whose intervals are one year/15,000km.
- The Ford Freestyle, whether with the 1.2-litre petrol or the 1.5-litre diesel, turns out to be the most economical to run.
- In the case of the Hyundai

Venue, labour is chargeable from the 30,000km service onwards, at a flat Rs 2,220, making it among the more affordable ones to run.

- The Honda WR-V is one of the pricier cars to maintain in the segment, with the petrol version's maintenance cost per kilometre being even higher than most of its diesel competitors.

PREMIUM SUVs	LADDER-FRAME SUVs			MONOCOQUE SUVs					
	MAHINDRA ALTURAS G4	TOYOTA FORTUNER		FORD ENDEAVOUR	HONDA CR-V		VOLKSWAGEN TIGUAN ALLSPACE	HYUNDAI TUCSON	
ENGINE	2.2D	2.8D	2.7P	2.0D	2.0P	1.6D	2.0P	2.0P	2.0D
COST OF PARTS									
Air Filter	800	1748	1748	1385	750	1132	1103	858	759
Oil Filter	399	412	412	418	175	395	1244	203	463
Fuel Filter	1400	NA	NA	1161	NA	1250	NA	570	2208
Washer Drain Plug	35	59	59	NA	36	36	279	NA	NA
Spark Plug (for entire set)	NA	NA	NA	NA	NA	NA	6332	NA	NA
Fan Belt/ Drive Belt	NA	NA	NA	NA	NA	NA	446	NA	NA
Coolant	NA	NA	NA	NA	1928	1699	NA	NA	NA
Engine Oil	2106	3563	3563	2543	1169	1978	5472	1520	1881
Transmission/ Transaxle Oil	5400	NA	NA	NA	NA	NA	4094	NA	NA
Rear Differential Oil	928	1607	1607	NA	NA	NA	NA	NA	NA
Transfer Case Oil	780	NA	NA	NA	NA	NA	2691	NA	NA
Brake Fluid	563	345	345	489	330	330	518	NA	NA
Clutch Fluid	563	NA	NA	NA	NA	NA	NA	NA	NA
Power Steering Fluid	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pollen / HVAC Filter	1100	1840	1840	1462	1400	1400	989	1468	1468
SERVICE INTERVALS	1 year or 10,000km	1 year or 10,000km	1 year or 10,000km	1 year or 10,000km	1 year or 10,000km	1 year or 15,000km	1 year or 15,000km	1 year or 10,000km	1 year or 10,000km
1st Service Cost (parts+labour)	3799	4034	3131	2961	2780	3809	10948	1723	3697
2nd Service Cost (parts+labour)	4599	5874	4971	7663	9147	10144	21622	3076	6491
3rd Service Cost (parts+labour)	7143	8920	6270	7851	5895	7148	25820	2581	3697
4th Service Cost (parts+labour)	9921	11653	11898	9048	9147	11563	44280	6405	9661
5th Service Cost (parts+labour)	6029	7172	6270	6201	5565	8517	NA	5157	5777
6th Service Cost (parts+labour)	13570	10760	8110	8824	9477	10474	NA	7788	9661
Total Cost (up to 60,000km)	45,061	48,413	40,650	42,548	42,011	51,655	1,02,670	26,729	38,984
Maintenance cost per km	0.75	0.81	0.68	0.71	0.70	0.86	1.71	0.45	0.65

- The running costs of the Tata Nexon are higher than the Honda, due to costlier replacement parts. The Tata also requires a minor check-up service at intervals of 7,500km, which is chargeable at Rs 1,000 for each service, starting with the 22,500km check-up (which we have included in the second, third and fourth service costs).
- Surprisingly, the Maruti Vitara Brezza is the priciest to maintain here. And while its service costs are lower than those of the petrol Nexon, it requires two more services before the 60,000km mark.

PREMIUM SUVs

This segment is sub-divided into two classes – monocoque SUVs like the Honda CR-V, Volkswagen

Tiguan Allspace and Hyundai Tucson, and body-on-frame SUVs like the Mahindra Alturas G4, Toyota Fortuner and Ford Endeavour.

MONOCOQUE SUVs

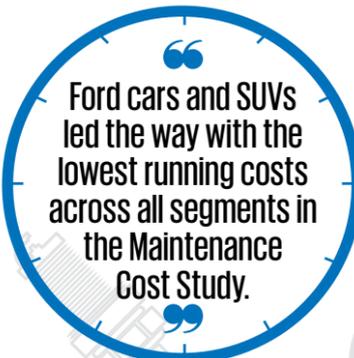
- The Hyundai Tucson offers petrol and diesel engines, as did the Honda CR-V before BS6, whereas the Volkswagen Tiguan Allspace is a petrol-only offering.
- Besides being an import, what makes the Tiguan Allspace the costliest are the prices of its transmission fluid, transfer case oil and spark plugs, all of which need replacement at 60,000km. Even the total labour charges will set you back by Rs 27,893 over the second, third and fourth paid services.

- The Honda CR-V is the only one that requires a coolant change that happens every five years.
- Hyundai charges for labour from the 40,000km service onward and the Tucson proves to be the most pocket friendly, with the fewest

parts requiring replacement, and with affordable rates.

LADDER-FRAME SUVs

- The Ford Endeavour is the most economical to run, with the lowest cost of replacement parts, and a flat labour rate of Rs 3,240 for the paid periodical services.
- Mahindra boasts of the cheapest replacement parts and labour rates, but it requires additional replacement parts such as a fuel filter, transmission/transaxle oil, rear differential oil, transfer case oil and clutch fluid, thus it comes in a bit higher than the Ford.
- The Fortuner diesel is a bit more expensive to run than the Endeavour as, among other things, Toyota replaces the rear differential oil every 40,000km.





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