

Go Further



ASPIRE
Ford



You are family to us.

We will always treat you
with respect.

Be truthful and transparent.

Pay attention to
your needs.

And fulfil our promises.

Ford. Kuch alag si, family wali feeling.



Service Price Promise

Calculate your service cost and know exactly how much it will cost to replace your car's parts



Real-Time Service Update

Receive regular real time updates for your car service



Ford Fast Forward Service

Ford commits to deliver the guest car within 90 minutes on every Periodic Maintenance Service



Ford Protect Roadside Assistance

Just dial 1800-209-7400 or 1800-103-7400 for any emergency support for your Ford vehicle.
(Available 24x7)



Pick Up and Drop

Opt for pick-up and drop at your doorstep for your car service

Ford

POWER, STYLE AND SUBSTANCE.

The Ford Aspire is here to set you apart from others. It is a perfect blend of power, style & substance. Made for those who don't believe in following others, but making their own way.

CHOOSE YOUR OWN PATH. WHY FOLLOW.





POWER

The Ford Aspire 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



100PS
(73.8kW)

1.5l TDCi Diesel Engine





STYLE

The Ford Aspire comes with a host of stylish features that ensure you never go unnoticed.



BOLD STANCE



R15 (195/55 R15) ALLOY WHEELS



PREMIUM INTERIORS



SUBSTANCE

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



TOUCHSCREEN WITH NAVIGATION



RAIN-SENSING WIPERS



PUSH BUTTON START



AUTOMATIC CLIMATE CONTROL



6 AIRBAGS



REAR-VIEW CAMERA



ABS & EBD*

*ABS - Anti-Lock Braking System, EBD - Electronic Brakeforce Distribution.

FORD SERVICE

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



3-Year Factory Warranty

The Ford Aspire now comes with 3 year factory warranty.

Ford Service Price Promise

When it comes to Ford service, believe in facts and not impressions. Here is the Ford Aspire 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
Ford	Petrol	1.2L	1398	3487	3682	3487	3324	5304	3324	3487	3682	3487
Aspire	Diesel	1.5L	2198	4287	5624	4287	4124	6276	4124	4287	5624	4287

*Windshield washer is optional, Prices as of June 2020 & are subject to change without any prior notice.

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. 'Aspire once again ranks No.1 in terms of affordability of its spare parts.'

-Autocar Spare Parts Price Survey, December 2018

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 that only, not for the entire assembly.**

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

COLOURS



White Gold



Moondust Silver



Smoke Grey



Ruby Red



Diamond White

Presenting FordPass™

SMART VEHICLES FOR A SMART WORLD

Experience connectivity with your Ford wherever you are.

Experience the next-gen connectivity with your Ford vehicle and access features like remote start/stop, remote lock/unlock, vehicle locator, vehicle health alerts and more on your phone through the FordPass app.



Terms and conditions apply. Remote Start/Stop feature available only with AT variants. Tyre Pressure & Oil life alerts are available on selected variants only.



Technical Specifications

Engine	Petrol	Diesel
Transmission	5-Speed Manual	5-Speed Manual
Applicability	Titanium, Titanium+	Titanium, Titanium+
Displacement, cc	1194cc	1499 cc
Max. Engine output, PS (kW) @ rpm	96PS (70.79kW) @ 6500 rpm	100PS (73.8kW) @3750 rpm
Max. Torque, Nm @ rpm	119 Nm @4250 rpm	215 Nm @1750-2500 rpm
Fuel Efficiency (km/l)	18.5km/l	24.4km/l
Kerb Weight (kg)**	1016-1044 kg	1063-1091 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	VentilatedDisc 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	Titanium / Titanium+	
Wheels	6.0x15 Alloy Wheels	
Tyres	195/55 R15	

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

Features

Variants	Titanium	Titanium+
Exterior		
Rear Fog Lamps	✓	✓
B-Pillar Black Applique	✓	✓
Front Fog Lamps	-	✓
Rear Defogger	-	✓
Outer Door Handles	Body Coloured	Body Coloured
Front Grille Surround	Chrome	Chrome
Premium Cellular Grille	Silver Painted	Silver Painted
Outside Rear-View Mirrors	Body Coloured	Body Coloured
Front & Rear Bumpers	Body Coloured	Body Coloured
Rear Applique on Decklid	Chrome	Chrome
Interior		
Two Tone (Sand + Light Oak) Environment	✓	✓
Adjustable Front & Rear Seat Headrests	✓	✓
Map Pocket - Driver Seat	-	✓
Map Pocket - Front Passenger Seat	-	✓
12V Power Source Outlet - Front	✓	✓
Seat Upholstery	Fabric	Fabric
Passenger Vanity Mirror	✓	✓
Driver Seat Height Adjustment	✓	✓
Parking Brake Lever Tip	Chrome	Chrome
Infotainment & Connectivity		
Vehicle Connectivity with Ford Pass	✓	✓
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 (7.0)

*2 USB ports in Titanium+

Features

Variants	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 - One Touch	✓ (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
Power Windows	Front & Rear	Front & Rear
Auto A/C	Manual	✓
Steering Wheel Mounted Audio Controls	✓	✓
Rear-View Camera	✓	✓
Power Adjustable ORVMs	✓	✓
Power Fold ORVMs	-	✓
Push Button Start	✓	✓
Device Dock	-	-
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	✓	✓
High Speed Alert system^^	✓	✓
Remote Keyless Entry	✓	✓
Perimeter Alarm	✓	✓
Side & Curtain Airbags	-	✓

1. Anti-Lock Braking System 2. Electronic Brakeforce Distribution



Compare Model >



Locate a Dealer >



Book a Test Drive >



BUILT QUALITY, GREEN, SAFE AND SMART

FORD SERVICE

DIESEL 24.4km/l**

PETROL 18.5km/l**

GIVE A MISSED CALL TO

73304 73304

TO DOWNLOAD THE BROCHURE



Roadside Assistance

1800 209 7400

Savings on Service:

The Ford Aspire comes with a 3-year factory 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

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