

Go Further



ASPIRE
Ford



BS VI
COMPLIANT

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. 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 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 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



100PS

(73.80kW)

1.5l TDCi Diesel Engine

STYLE | The Ford Aspire is elegantly designed to look distinctive and draws admiration from all directions. With a host of stylish features, the Ford Aspire ensures that 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



REAR-VIEW CAMERA



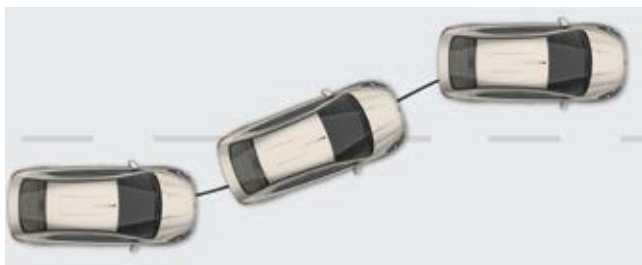
PUSH BUTTON START



6 AIRBAGS



AUTOMATIC CLIMATE CONTROL



ABS & EBD

COLOURS



White Gold



Ruby Red



Moondust Silver



Smoke Grey



Diamond White



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	1,811	4,751	4,230	4,751	4,230	6,420	4,230	4,751	4,230	4,751
Aspire	Diesel	1.5L	2,841	6,195	7,234	6,195	5,672	8,456	5,672	6,195	7,234	6,195

* 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. '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.**

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	AllVariants	Trend, 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	Ambiente (P) / Trend	Titanium / Titanium+
Wheels	5.5x14 Steel Wheels	6.0x15 Alloy Wheels
Tyres	175/65 R14	195/55 R15

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

Features

Variants	Ambiente (P)	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
Front Grille Surround	Black	Chrome	Chrome	Chrome
Premium Cellular Grille	Black	Silver Painted	Silver Painted	Silver Painted
Outside Rear-View Mirrors	Black	Body Coloured	Body Coloured	Body Coloured
Front & Rear Bumpers	Body Coloured	Body Coloured	Body Coloured	Body Coloured
Rear Applique on Decklid	Painted	Chrome	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
Passenger Vanity Mirror	-	✓	✓	✓
Driver Seat Height Adjustment	-	✓	✓	✓
Parking Brake Lever Tip	Black	Chrome	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	Ambiente (P)	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 - One Touch	✓ (Up & 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
Power Windows	Front	Front & Rear	Front & Rear	Front & Rear
Auto A/C	Manual	Manual	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



BUILT QUALITY, GREEN, SAFE AND SMART

FORD SERVICE

DIESEL 24.4km/l¹

PETROL 18.5km/l¹

GIVE A MISSED CALL TO
73304 73304
TO DOWNLOAD THE BROCHURE



1800 209 7400

Dealer Stamp

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

Conditions and exclusions apply. Images and illustrations are for information purposes and are indicative only. Because of changes in conditions and circumstances, Ford India Private Limited ("Ford") reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchasers. Always consult an authorised Ford dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. Some driver assistance and safety features described above are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions. Features may vary from model to model. ¹ The speed alert system gives audible warning for alert of over speed to driver. When vehicle speed exceeds about 80 KMPH, primary level warning with one beep will sound every 2 minutes. When the vehicle speed exceeds about 120 KMPH, Secondary level warning with continuous beeps will sound. This buzzer does not indicate any malfunction in vehicle. Bluetooth[®] is a registered trademark of "Bluetooth[®] SIG Inc.", and is used under license. Do not change system settings or enter data non-verbally (using your hands) while driving. ² Fuel economy for diesel is 24.4 km/l & petrol Ambiente. Trend is 18.5 km/l as per ARAL. ³ Prices in INR, are indicative as on February '20 and are subject to change without prior notice. It includes parts, labour, consumables & taxes. For models not mentioned above and for actual price based on your location contact Ford authorised dealer. Additional Parts/Services may require inspection/replacement based on vehicle age and driving conditions, refer owner's manual or visit Ford authorised dealer for details. ⁴ Kerb weight with 90% fuel. Stop the vehicle in a safe and legal manner before attempting these operations. Ford does not recommend using mobile phone while driving. Accessories shown may not be part of standard equipment. Colours are indicative only and may vary due to printing constraints. Specifications and features are subject to change without notice. Segment/Class is compact sedans under 4 metres. Registered Office: at SP Koil Post, Chengalpattu-603204, District Kancheepuram, Tamil Nadu, India. Ford Aspire Brochure, printed in June, 2020. Corporate Identification Number: U34103TN2000PTC045537.