

# ASPIRE ASPIRE



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



# 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.

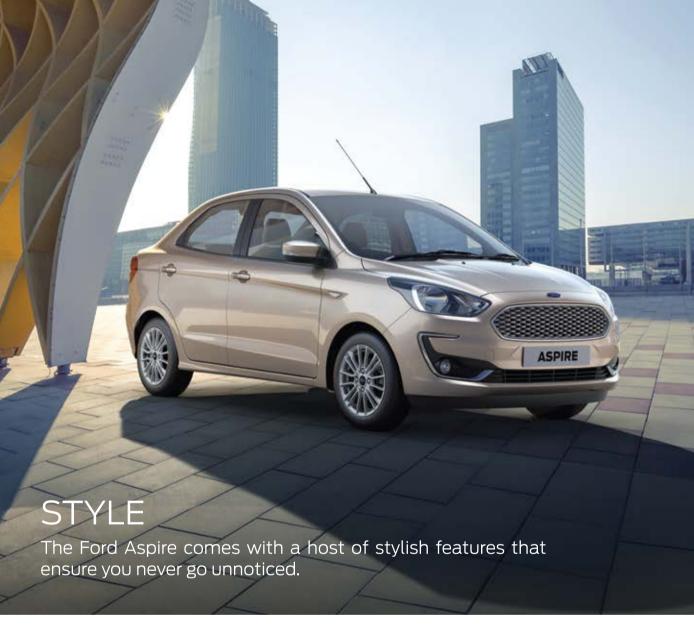








100PS (73.8kW)









**BOLD STANCE** 

R15 (195/55 R15) ALLOY WHEELS

**PREMIUM INTERIORS** 





**TOUCHSCREEN WITH NAVIGATION** 



**RAIN-SENSING WIPERS** 



**PUSH BUTTON START** 



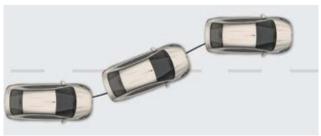
**AUTOMATIC CLIMATE CONTROL** 



**6 AIRBAGS** 



**REAR-VIEW CAMERA** 



**ABS & EBD\*** 





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.



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.



## Technical Specifications

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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 (I)	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			

<sup>\*</sup>Spare wheel is made of steel and size is 175/65 R14.

## Features

Variants	Ambiente (P)	Trend	Titanium	Titanium+
Exterior				
Rear Fog Lamps	<b>✓</b>	✓	✓	✓
B-Pillar Black Applique	-	✓	1	1
Front Fog Lamps	-	-	-	1
Rear Defogger	-	-	-	1
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	/	✓	1	1
Map Pocket - Driver/Front Passenger Seat	/	✓	✓	/
12V Power Source Outlet - Front	/	✓	1	/
Seat Upholstery	Fabric	Fabric	Fabric	Fabric
Passenger Vanity Mirror	-	/	1	/
Driver Seat Height Adjustment	-	/	1	/
Parking Brake Lever Tip	Black	Chrome	Chrome	Chrome
Infotainment & Connectivity				
Vehicle Connectivity with Ford Pass	/	✓	1	✓
Audio with AM/FM Radio + USB*	-	/	1	/
^Bluetooth®	-	/	1	1
4 Speakers (2 Front + 2 Rear)	-	/	1	✓
Embedded Navigation	-	-	1	/
Touchscreen (Capacitive) Infotainment System	-	-	17.78 cm (7.0)	17.78 (7.0)
2 USB ports in Titanium+				

<sup>\*2</sup> USB ports in Titanium+

### Features

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

<sup>1.</sup> Anti-Lock Braking System 2. Electronic Brakeforce Distribution



## Compare Model 🕥





## Locate a Dealer 🔘





**Book a Test Drive**  $\bigcirc$ 









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



### 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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