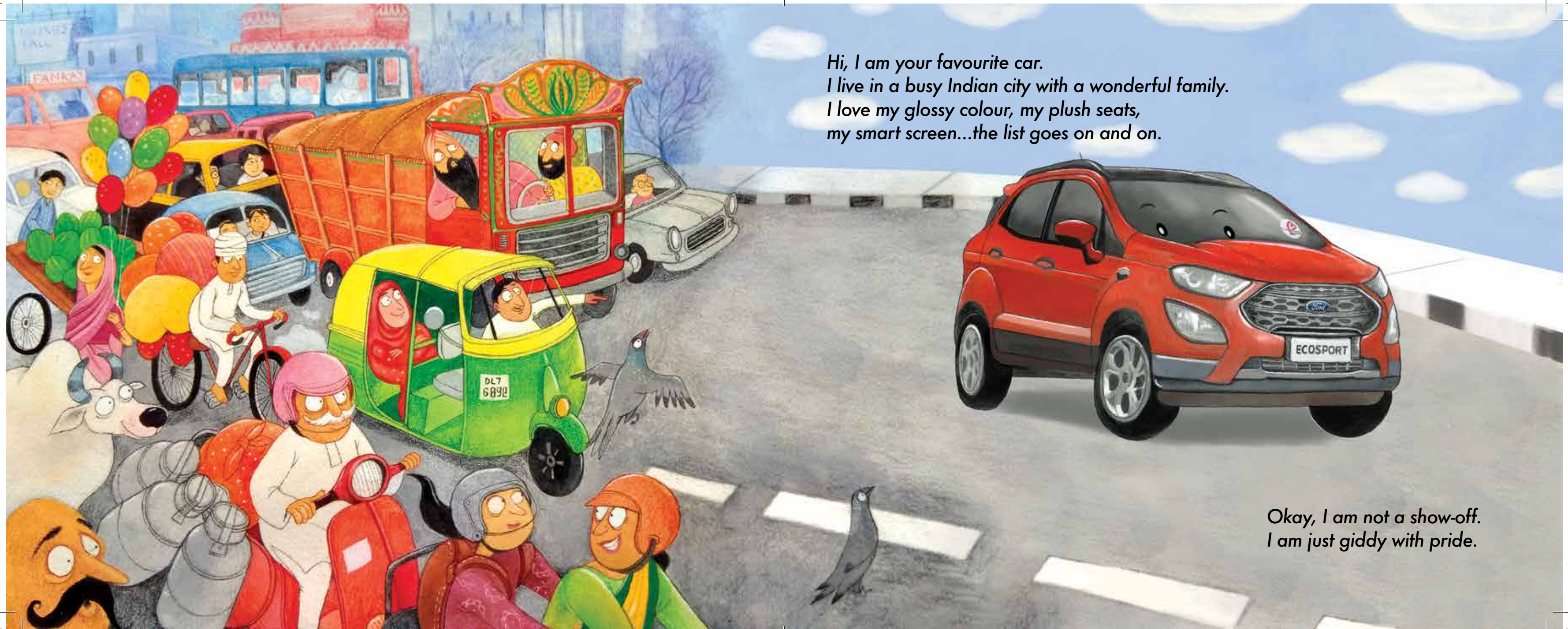


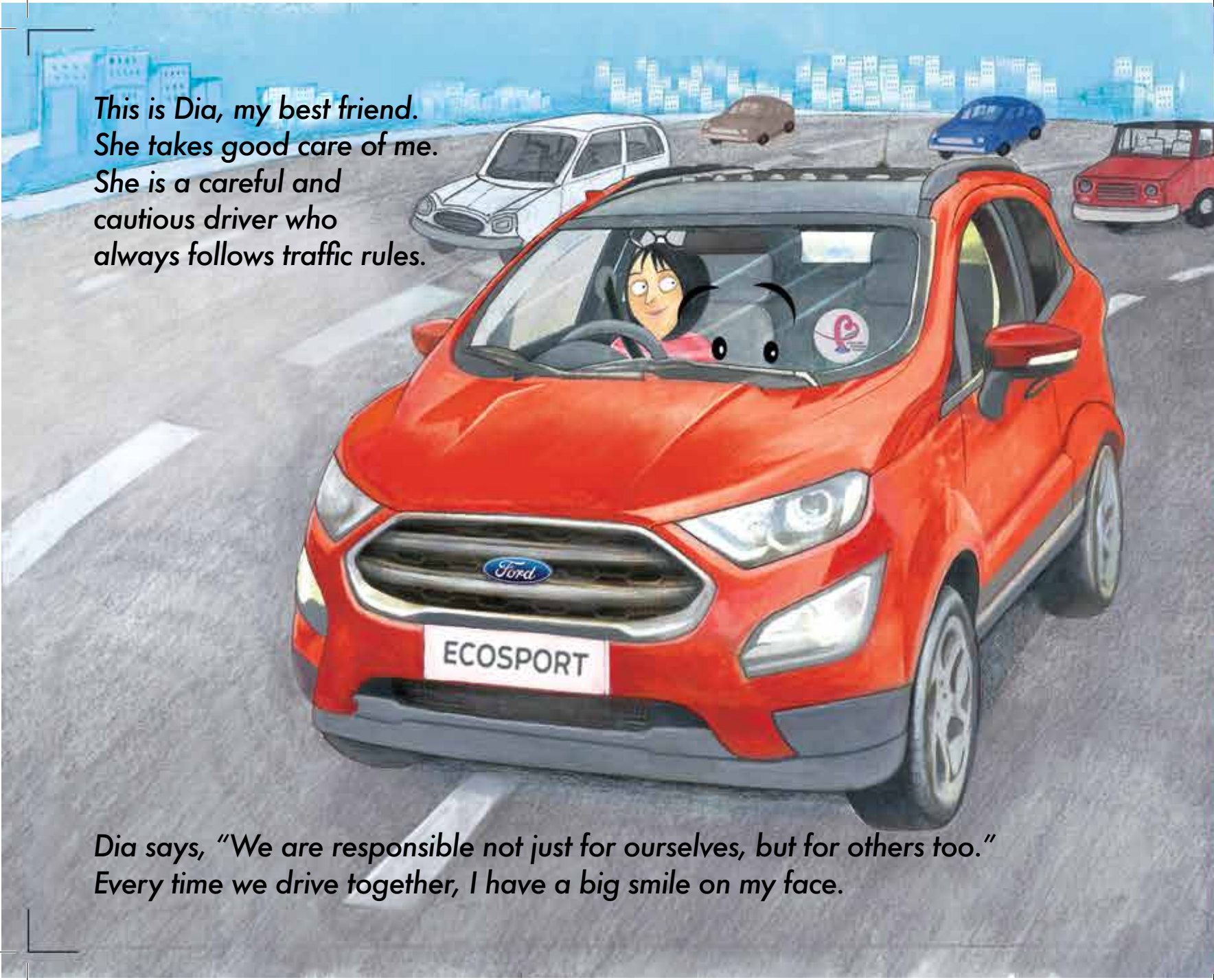
DISCOVER MORE WITH *Ford*





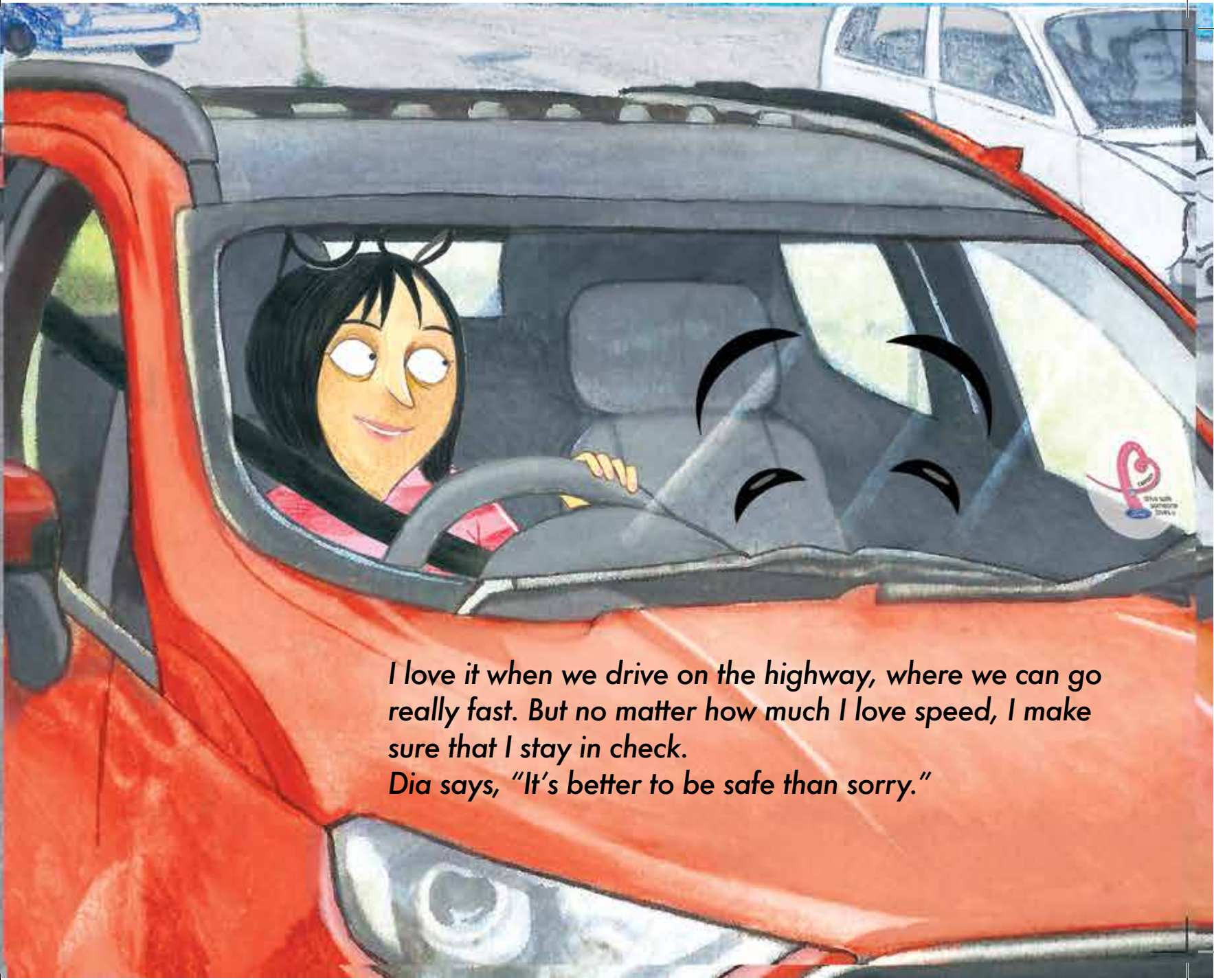
Hi, I am your favourite car.
I live in a busy Indian city with a wonderful family.
I love my glossy colour, my plush seats,
my smart screen...the list goes on and on.

Okay, I am not a show-off.
I am just giddy with pride.



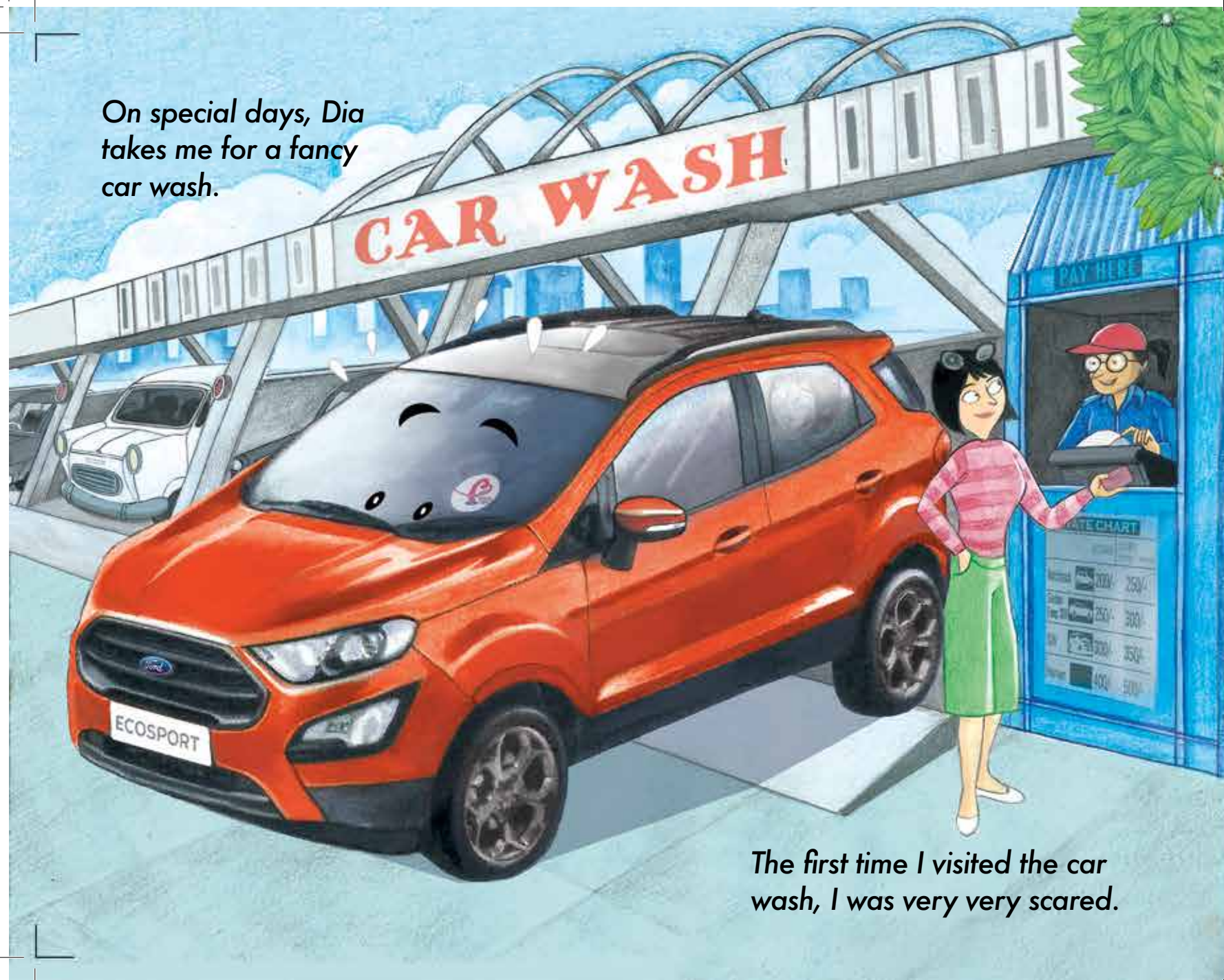
This is Dia, my best friend.
She takes good care of me.
She is a careful and
cautious driver who
always follows traffic rules.

Dia says, "We are responsible not just for ourselves, but for others too."
Every time we drive together, I have a big smile on my face.



I love it when we drive on the highway, where we can go
really fast. But no matter how much I love speed, I make
sure that I stay in check.
Dia says, "It's better to be safe than sorry."

On special days, Dia takes me for a fancy car wash.



The first time I visited the car wash, I was very very scared.

Oh, that tickles.



HEE-HEE
HOO-HOO!



Wow! Not a speck of dust on you.



I feel squeaky clean.

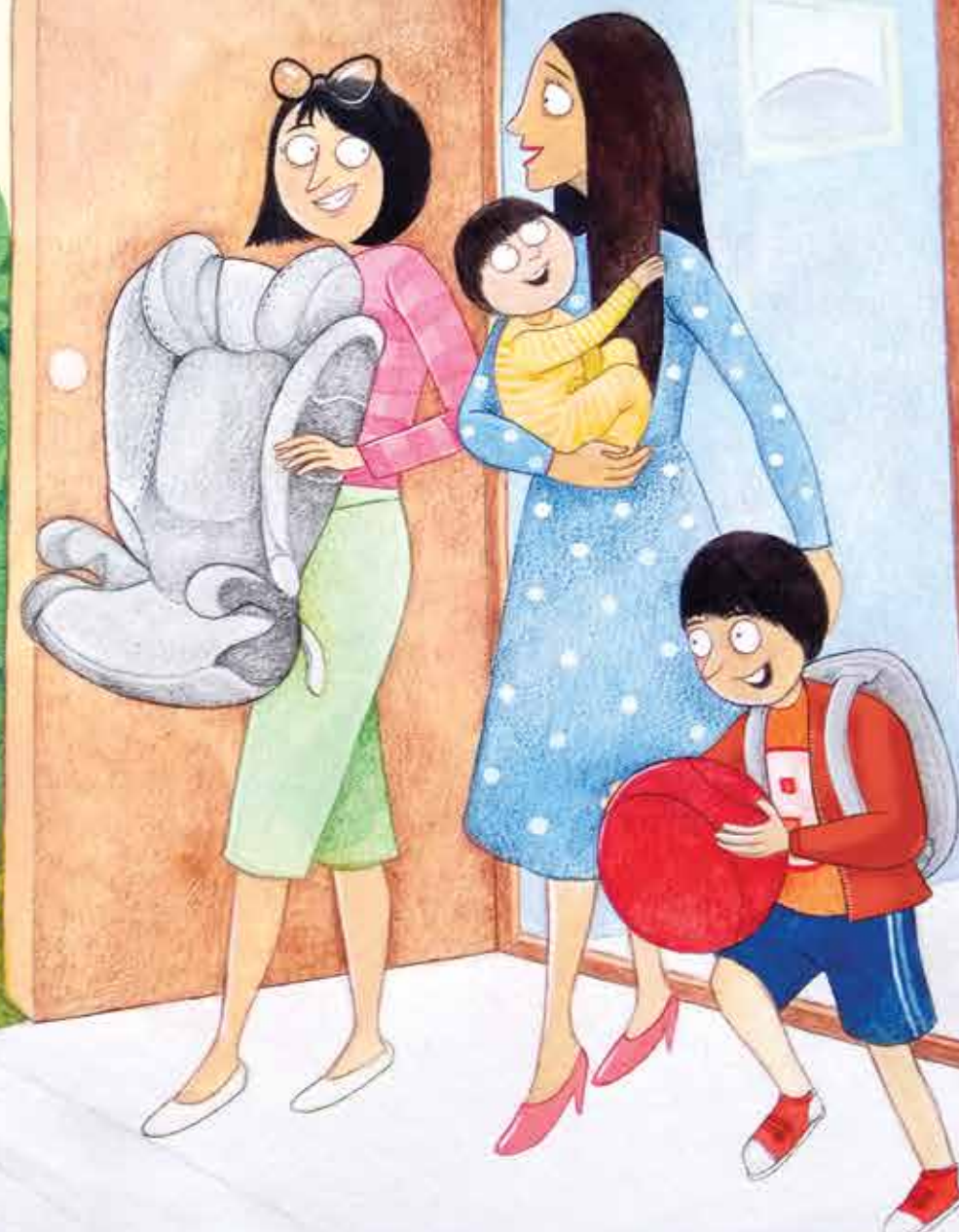


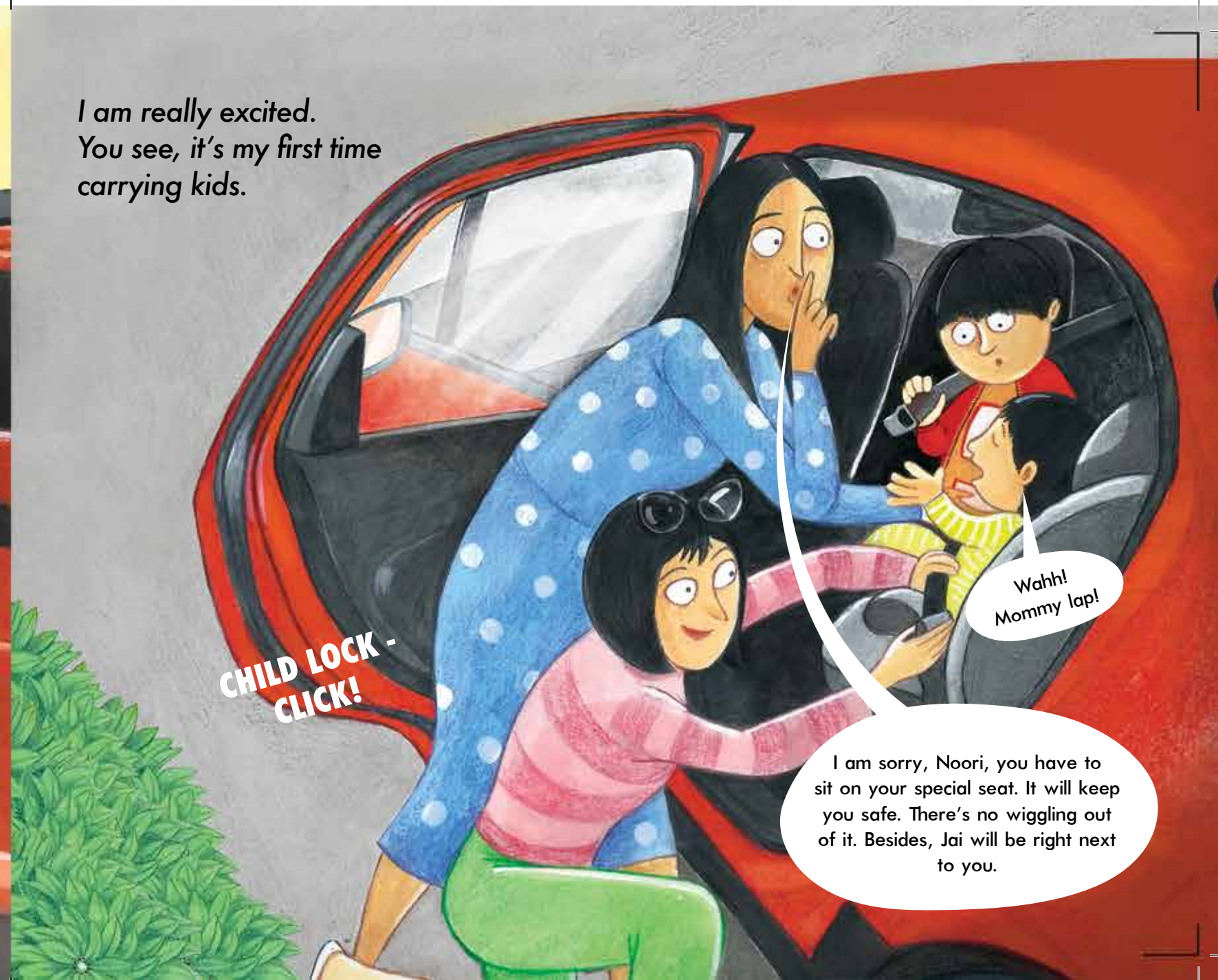
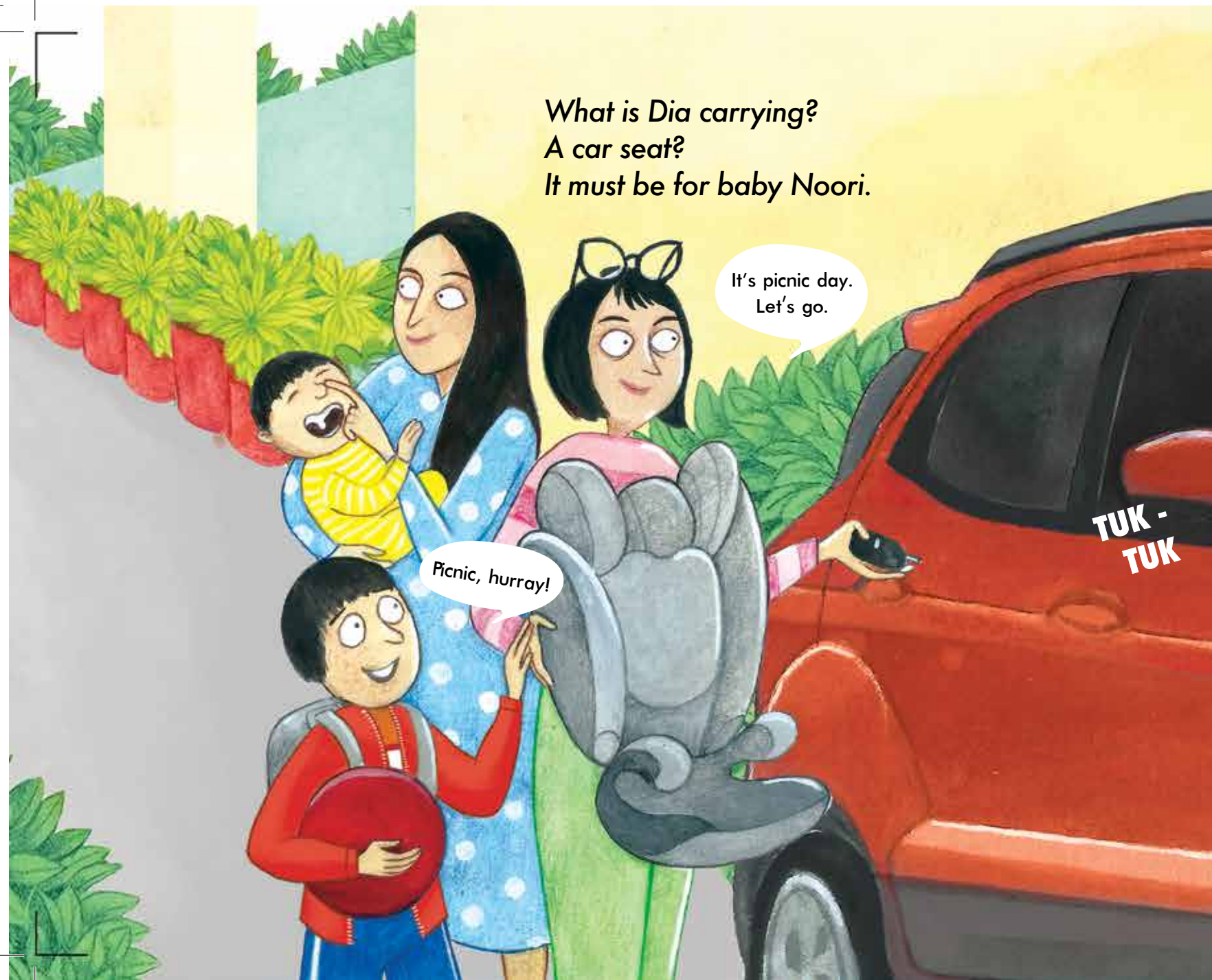
I am not scared anymore.

What a beautiful day it is today!
Seems perfect for a car wash.
Perhaps Dia will surprise me.

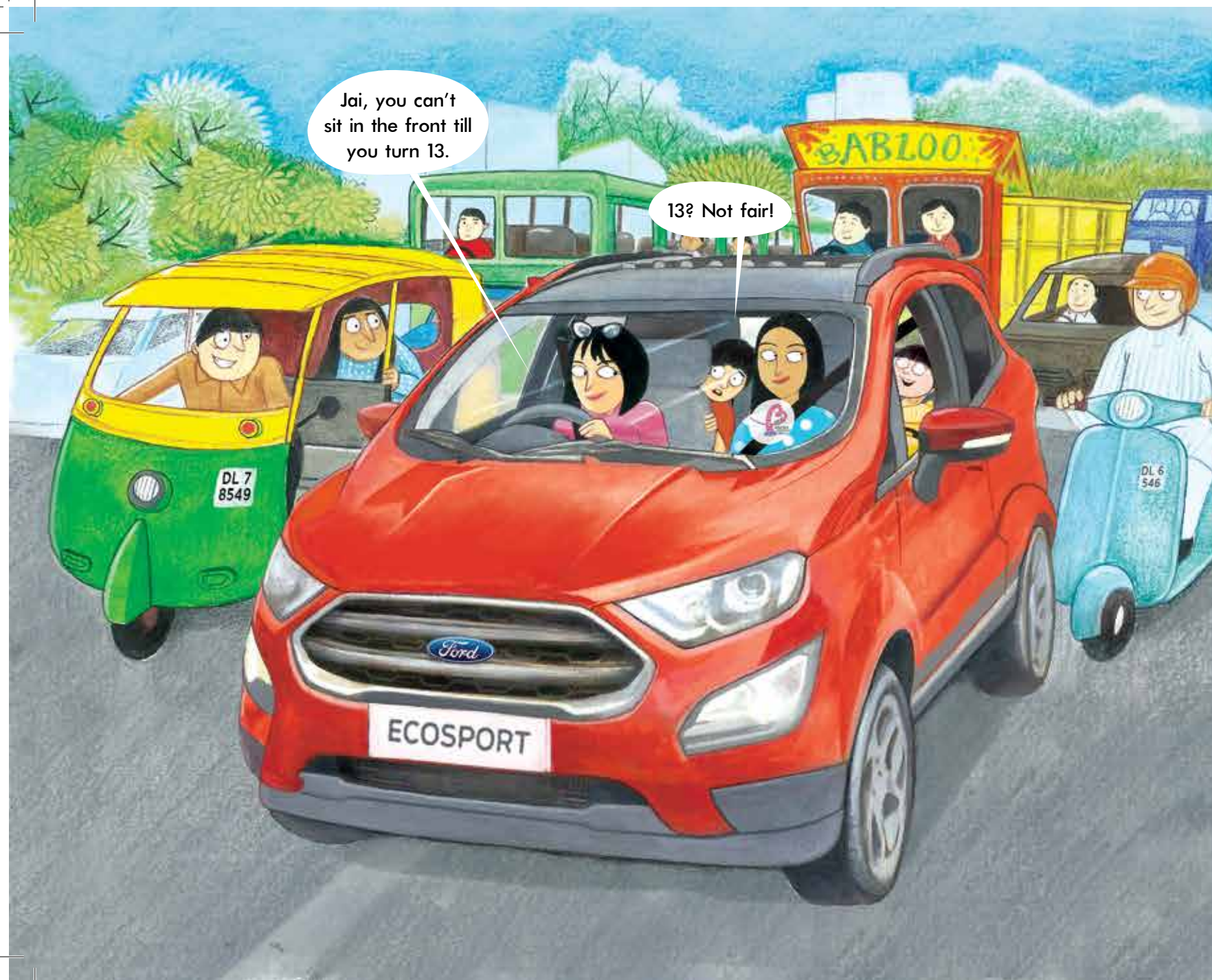



Ah, there she comes. Hey, wait! She isn't alone.
That's Dia's sister, Ria, with her kids, Jai and baby Noori.
So today is not about me. It's about them.









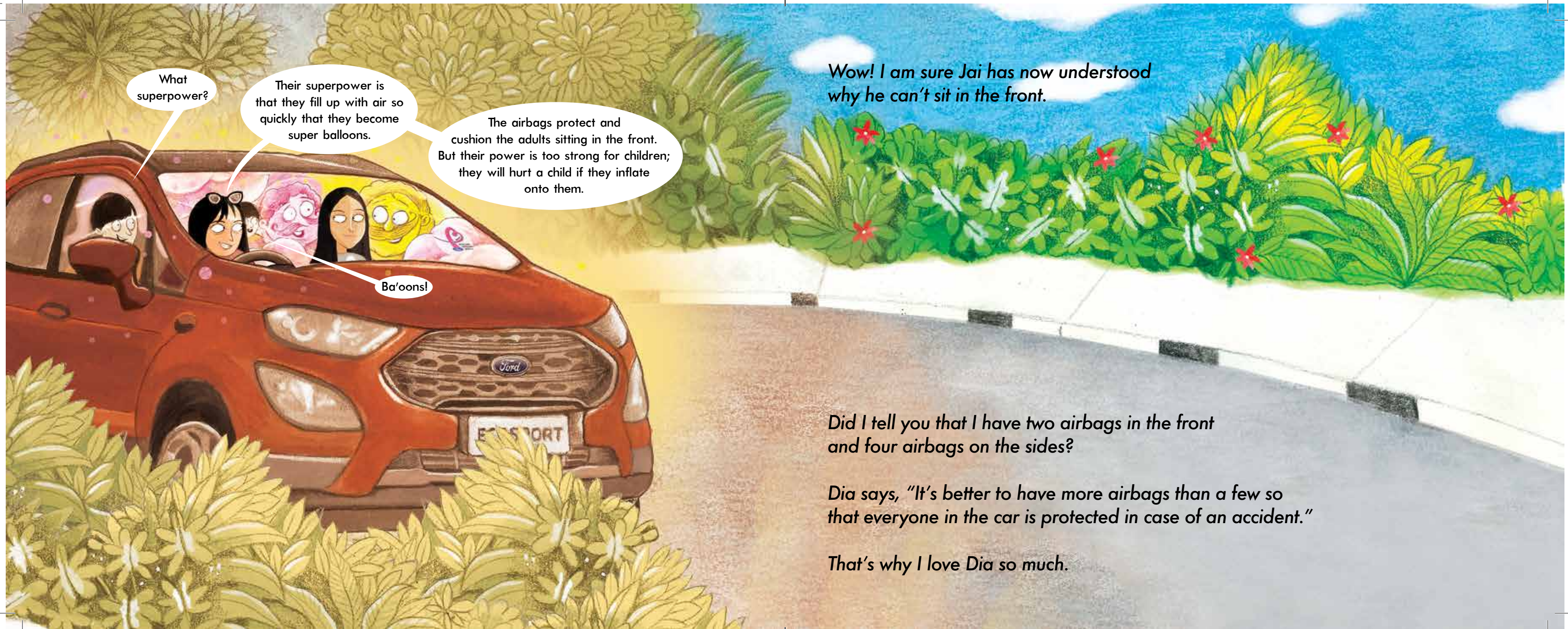


Deep inside the car, there
live some gentle giants...

...known as airbags.

These airbags have
a superpower...

...that remains hidden until
it is needed.



What superpower?

Their superpower is that they fill up with air so quickly that they become super balloons.

The airbags protect and cushion the adults sitting in the front. But their power is too strong for children; they will hurt a child if they inflate onto them.

Ba'oons!

Wow! I am sure Jai has now understood why he can't sit in the front.

Did I tell you that I have two airbags in the front and four airbags on the sides?

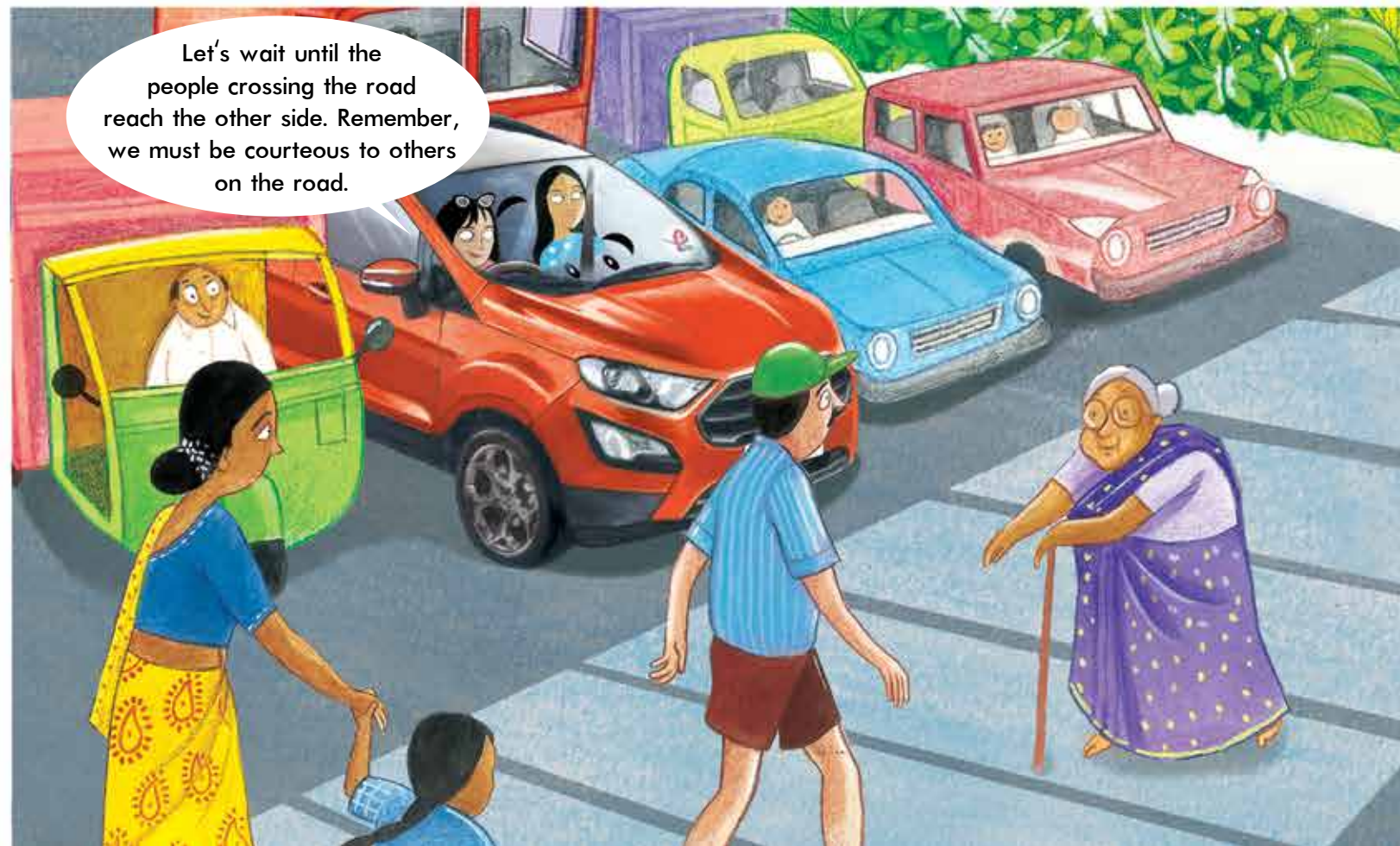
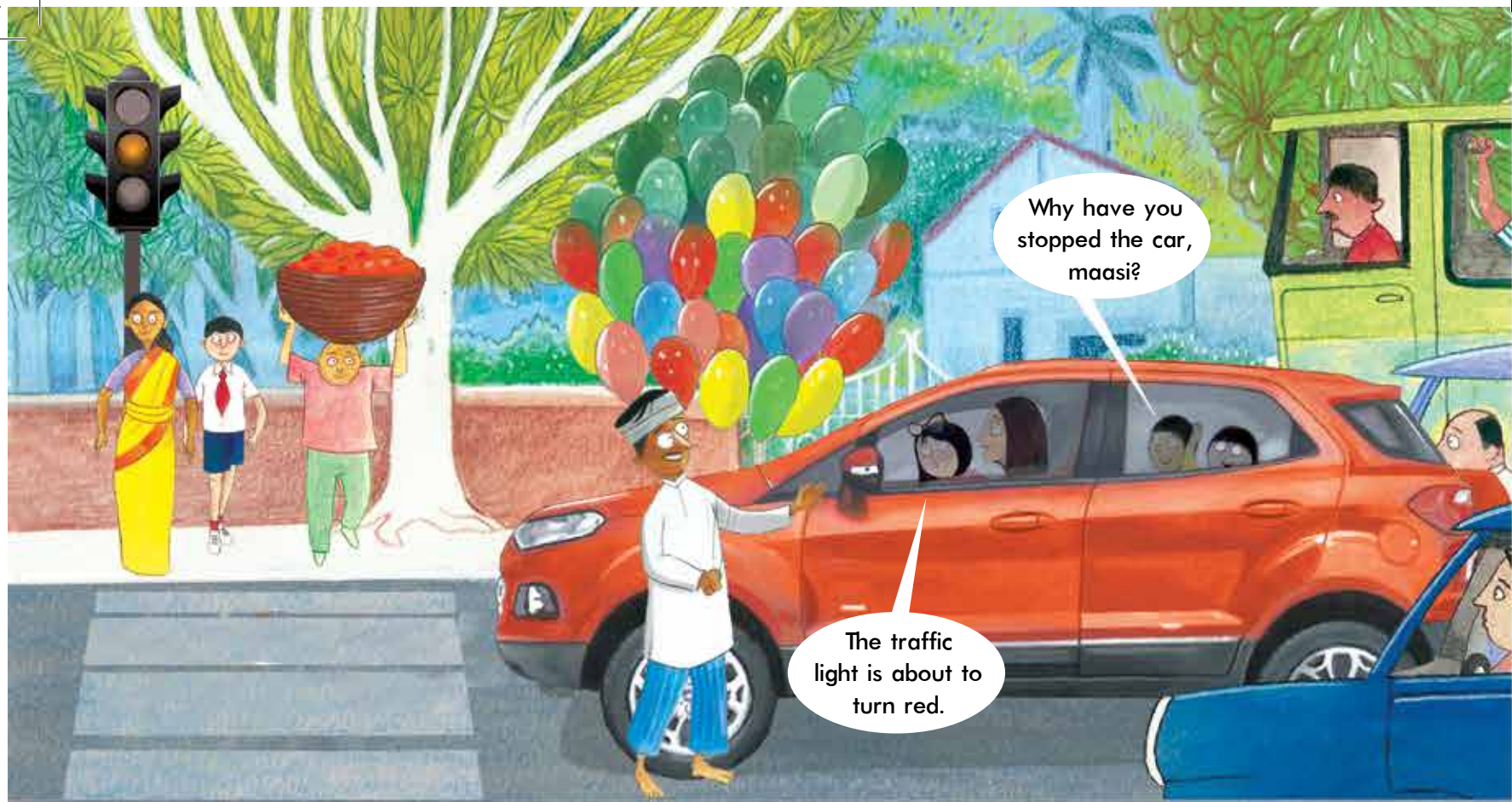
Dia says, "It's better to have more airbags than a few so that everyone in the car is protected in case of an accident."

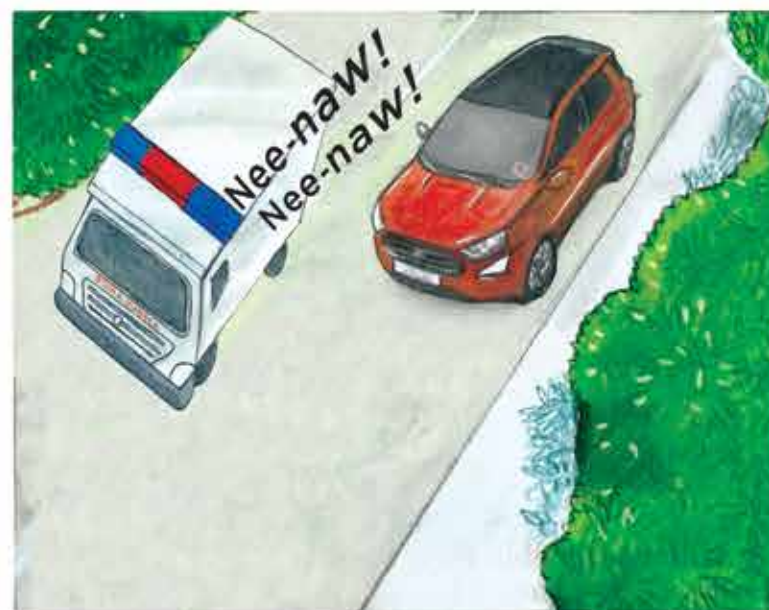
That's why I love Dia so much.



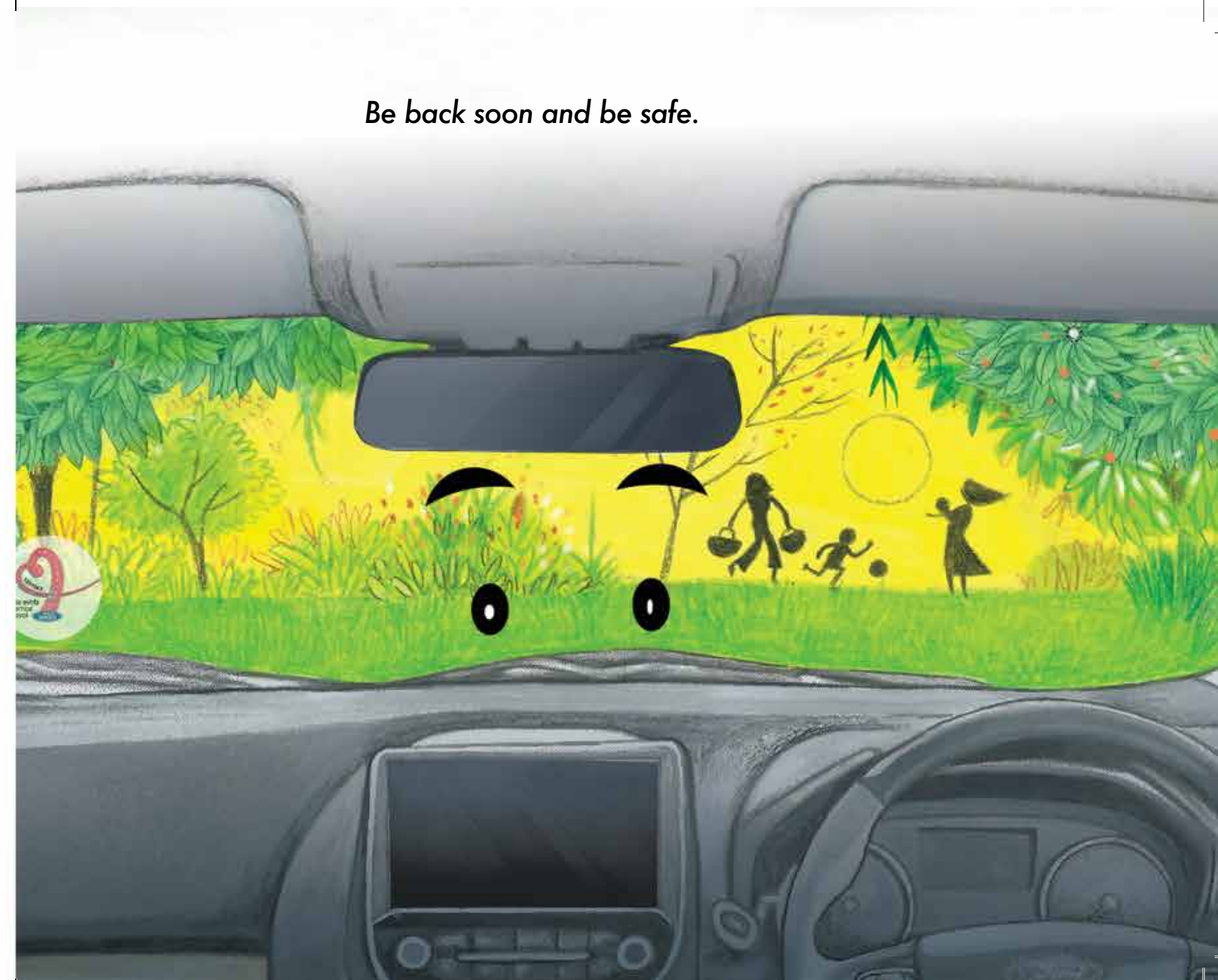
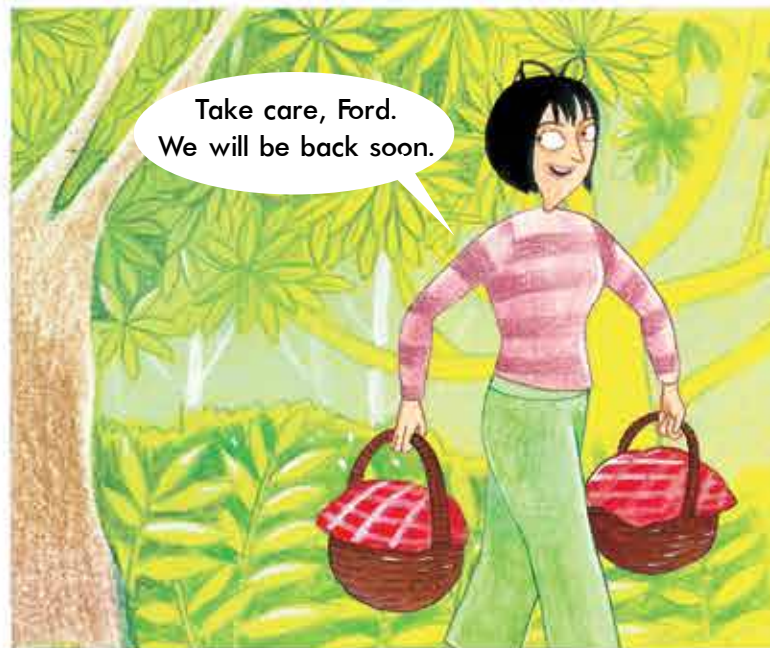
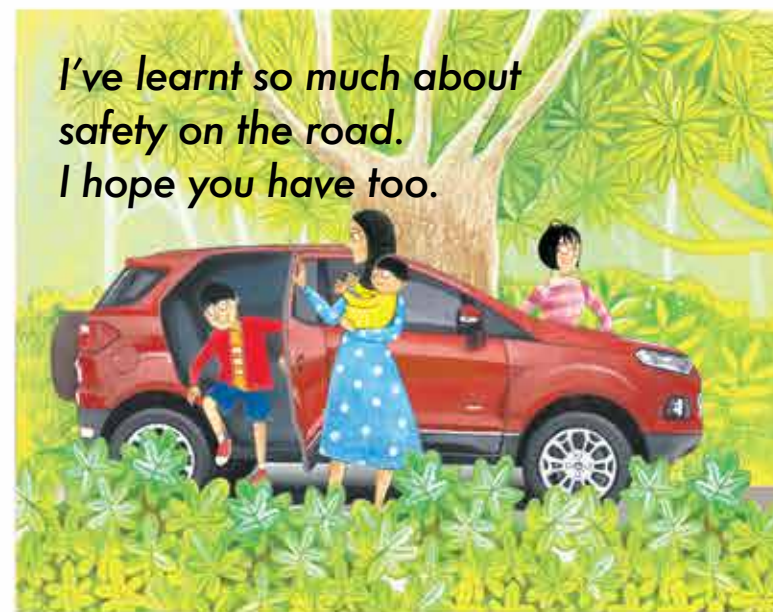
It's better to be safe than sorry.













Go Further

Discover More with Ford inspires us to be the change we want to see on Indian roads. Told through the eyes of an EcoSport, the book showcases how Dia – the protagonist – follows road safety rules and motivates others. Through the story, we discover the importance of being courteous, patient and considerate while on the road. Written by Rohini Vij, with illustrations by Priya Kuriyan, the book is an attempt by Ford India to make people pause, reflect and discover how to make roads safer and saner using Dia as a role model.