

FORD ASPIRE



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Inspired by what drives you

Smart, safe and sophisticated, every drive is an inspiration with the powerful Aspire.

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4-5 Quality

The Aspire exudes distinction. Its stylish, aerodynamic exteriors and spacious, premium interiors were built to carry you with confidence.

6-7 Green

Uncompromisingly engineered, the Aspire is both powerful and fuel efficient - giving you the best of both worlds.

8-9 Smart

The Aspire is all about smart features to help you get more out of life and make every journey effortless and exciting.

10-11 Safety

When it comes to safety, the Aspire is in a class of its own, delivering the highest levels of protection for the entire family.

12-13 Accessories & Colour

14-15 Specifications

More than style. Real substance.

Classy and powerful, the Aspire is designed to exude success. Its aerodynamically stylish exteriors and spaciouly premium interiors are built to carry you with panache.



Dynamic Exterior Design

The Aspire delivers a premium design and styling you normally find only in cars from a higher segment. Its bold, dynamic and elegant exterior conveys a sense of precision, efficiency and sophistication.



Premium Interior Styling

Go on. Feel the luxury. Aspire's exceptional interior craftsmanship, carefully selected colours and materials, and comfortable first-in-class leather seats surround you with a sense of sophistication. And more space means more comfort. The spacious front and rear seats with adjustable headrests offer ample support, so everyone can ride in comfort.



Smart Storage

With a large and spacious boot, specialised compartments in the doors and long floor console, the Aspire has a place for everything.

Powerful and efficient

More of what you want. Less of what you don't. Aspire's range of powertrain combinations offer best-in-class power without compromising on fuel efficiency.



New 1.2L Ti-VCT Petrol Engine

Aspire's new 1.2L Ti-VCT petrol engine delivers superior power of 88 PS with an impressive fuel economy of 18.16 km/l* and reduced emissions.



1.5L TDCi Diesel Engine

Engineered for economy and performance, the super-refined 1.5L TDCi diesel engine delivers best-in-class 100 PS power and an impressive fuel economy of 25.83 km/l* to take you places with greater ease.



Electric Power Assist Steering

EPAS gives you improved steering performance when you need it the most. The system adjusts to feel "light" at low speeds, and "heavy" at higher speeds. The result? Precise control and a natural feel.



6-Speed PowerShift Transmission with 1.5L Ti-VCT Petrol Engine

The powerful 1.5L Ti-VCT petrol engine is offered with 6-Speed PowerShift AT that delivers a massive power of 112 PS. The PowerShift AT uses a dual-clutch shifting system designed for smooth gear changes and superior fuel efficiency.



More than smart. Ingenious.

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The Aspire is all about smart features to help you get more out of life and make every journey effortless and exciting.





MyFord Dock®

Aspire's first-in-class MyFord Dock® allows you to store, mount and charge your mobile phone, MP3 player or satellite navigation system, and integrate these devices into the car's entertainment system. And because it's mounted on your dashboard, it's easily accessible.



USB and Aux-in

With built-in USB and Aux-in, the Aspire also lets you effortlessly integrate your iPod™ or phone with the Audio System.



Power-fold Mirrors

Even the mirrors are smart. Great in busy city traffic, Aspire's power-fold mirrors can be folded inwards with a touch of a button to minimise the risk of damage. Either while driving or while parking.



SYNC® with AppLink™

Just talk and things will happen with our voice-activated SYNC® system. Call friends and family or listen to your favourite songs hands free. You can even have your text messages read out to you. And in case of any emergency, SYNC®'s Emergency Assistance will use your paired phone to automatically call emergency services and give your GPS location.



Ford MyKey®

Aspire's first-in-class Ford MyKey® technology also provides an extra element of safety, allowing drivers to set speed warnings, activate a seat belt reminder, limit the car's top speed as well as audio volume.



Automatic Climate Control

The Aspire boasts the best-in-class climate control system. Even in the heat of summer, once you set a temperature, the system maintains it with outstanding precision, ensuring superior comfort for everyone. And because it's super-efficient, you save fuel.

More than peace of mind. Total confidence.

When it comes to safety, the Aspire is a class apart. With 6 airbags, including first-in-class side and curtain airbags, it delivers the highest levels of protection for you and your family.





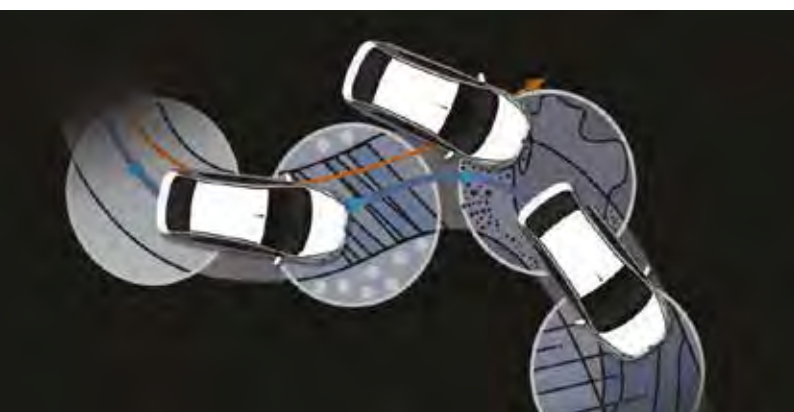
6-Airbags

Providing extra protection to your passengers and greater peace of mind, the Aspire offers a total of six airbags – including first-in-class side and curtain airbags.



High-Strength Steel Cage

Constructed from high-strength steel, Aspire's robust body structure offers another level of protection for you and your loved ones.



ABS with EBD

Our Anti-lock Braking System (ABS) with Electronic Brake Force Distribution (EBD) is another smart feature that puts your safety first. The system balances the brake force between front and rear wheels to prevent the wheels from locking.



Hill Launch Assist

If you're driving uphill, you're in good hands with the Aspire. Our Hill Launch Assist system prevents roll back when making a hill start, holding the brake for a few seconds and giving you time to smoothly accelerate away.



Electronic Stability Program

Aspire's Electronic Stability Program (ESP) provides balance and control even in the roughest of conditions. The ESP system applies brake pressure to individual wheels to keep you safely on course and even enhances handling on tough terrains and traction on slippery surfaces.



Perimeter Alarm

Aspire's perimeter alarm detects any unauthorised attempt to enter your car and triggers an alarm, flashes the headlamps and parking lamps, and activates the theft indicator on the vehicle's instrument panel.

Accessories

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Make your Aspire even more unique with its range of accessories. We've got what you need when it comes to style.



Illuminated Scuff Plates



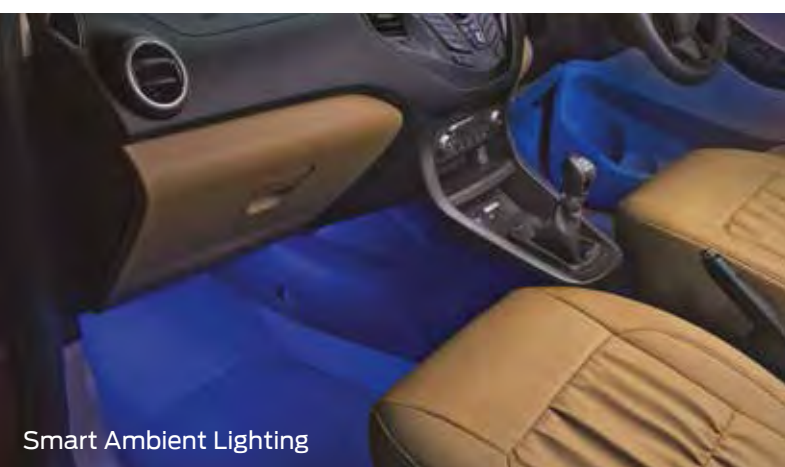
Camera and GPS Display on IRVM



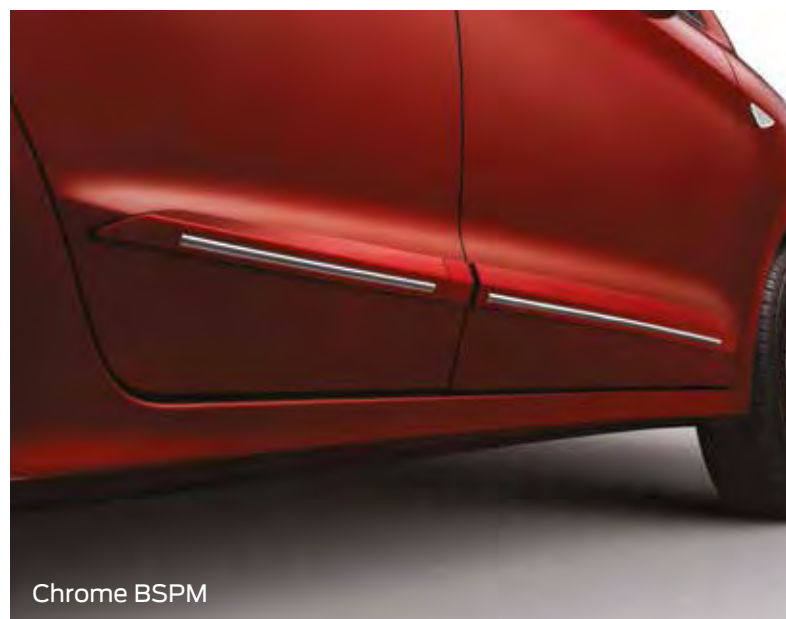
Rear Parking Sensors



Shark Fin



Smart Ambient Lighting



Chrome BSPM

Other Accessories

Rear Seat Entertainment | Chrome Kit | Car Cover | Fog Lamp Kit | Alloy Wheels |
Weathershields | Carpet Floor Mats | Mudflaps

Colours

Choose from an assortment of attractive colours for your Aspire and drive away with the colour that appeals to you the most.

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Ruby Red



Sparkling Gold



Oxford White



Tuxedo Black



Deep Impact Blue



Ingot Silver



Smoke Grey

Technical Specification

Dimensions			
Overall Length (mm)	3995		
Overall Width (mm)	1695		
Overall Height (mm)	1525		
Wheel Base (mm)	2491		
Front Track (mm)	1492		
Rear Track (mm)	1484		
Ground Clearance (mm)	174		
Turning Radius (m)	4.9		
Boot Space (l)	359		
Fuel Tank Capacity (l)	Petrol - 42 Diesel - 40		
Engine	1.5l TDCi (Diesel)	1.2l Ti-VCT (Petrol)	1.5l Ti-VCT (Petrol)
Displacement (cc)	1498	1196	1499
Compression Ratio	16:1	11:1	11:1
Max. Engine Output, PS (kW) @ rpm	100 (73.8) @ 3750 rpm	88 (64.7) @ 6300 rpm	112 (82.3) @ 6300 rpm
Max. Torque, Nm @ rpm	215 @ 1750-3000 rpm	112 @ 4000 rpm	136 @ 4250 rpm
Suspension			
Front	Independent McPherson strut with coil spring		
Rear	Semi-independent twist beam with twin gas and oil filled shock absorbers		
Brakes			
Front	Ventilated Disc		
Rear	Drum		
Wheels & Tyres	Ambiente	Trend	Titanium & Titanium +
Wheels & Tyres	175/65 R14 Steel	175/65 R14 Steel	175/65 R14 Alloy
Steering			
Type	Electric Power Assist Steering		

Variants	Ambiente	Trend	Titanium	Titanium+
Powertrain Combination				
1.2l Ti-VCT Petrol MT	✓	✓	✓	✓
1.5l Ti-VCT Petrol AT	-	-	✓	-
1.5l TDCi Diesel MT	✓	✓	✓	✓

Features

Variants	Ambiente	Trend	Titanium	Titanium+
Exterior				
Headlamp Leveling	✓	✓	✓	✓
Front Fog Lamps	-	✓	✓	✓
Rear Fog Lamps	✓	✓	✓	✓
Door Handles	Black	Body Coloured	Body Coloured	Body Coloured
Front Grille - Surround	Silver Painted	Chrome	Chrome	Chrome
Front Grille - Bars	Silver Painted	Silver Painted	Chrome	Chrome
Outside Rear View Mirrors (ORVMs)	Black	Body Coloured	Body Coloured	Body Coloured
Front & Rear Bumpers	Body Coloured	Body Coloured	Body Coloured	Body Coloured
B/C Pillar Black Applique	-	✓	✓	✓
Rear Defogger	-	-	✓	✓
Rear Applique on Decklid	Silver Painted	Chrome	Chrome	Chrome
Headlamp Bezel	Chrome	Chrome	Chrome	Chrome
Interior				
Two Tone (Charcoal Black + Light Oak) Environment	✓	✓	✓	✓
Seat Upholstery	Fabric	Fabric	Fabric	Leather
Front Door Panel Insert	-	Fabric	Fabric	Fabric
Premium Proteus Black Interior Applique (Inner Door Handle/Audio Bezel/Steering Wheel)	-	✓	✓	✓
Adjustable Front & Rear Seat Headrests	✓	✓	✓	✓
Map Pocket - Driver/Passenger Seat	✓	✓	✓	✓
Parking Brake Lever Tip	Black	Chrome	Chrome	Chrome
Rear Seat Center Armrest	-	✓	✓	✓
Driver Seat Height Adjustment	-	-	✓	✓
Driver Vanity Mirror	-	✓	✓	✓
Passenger Vanity Mirror	✓	✓	✓	✓
12V Power Point - Front	✓	✓	✓	✓

Features

Variants	Ambiente	Trend	Titanium	Titanium +
Comfort & Convenience				
Front Dome Lamp	✓	✓	✓	✓
Guide Me Home Headlamps	✓	✓	✓	✓
Boot Lamp	-	✓	✓	✓
Manual A/C	✓	✓	-	-
Auto A/C	-	-	✓	✓
Steering Wheel Mounted Audio Controls	-	✓	✓	Audio+Phone
Tilt Steering	✓	✓	✓	✓
Cluster Display				
- Gear Shift Indicator	-	✓	✓	✓
- Distance to Empty	✓	✓	✓	✓
- Maintenance Warning	✓	✓	✓	✓
- Door Ajar Warning	✓	✓	✓	✓
- Low Fuel Warning	✓	✓	✓	✓
- Water Temperature Warning Light	✓	✓	✓	✓
Turn Indicators on ORVMs-	✓	✓	✓	
Power Adjustable ORVMs	-	✓	✓	✓
Power Fold ORVMs	-	-	✓	✓
Power Windows	Front	Front+Rear	Front+Rear	Front+Rear
Driver Side Power Window With One Touch Up & Down	✓	✓	✓	✓
6-Speed Variable Intermittent Front Wipers	✓	✓	✓	✓
MyFord Dock®	-	✓	✓	-
Auto Door Lock @ 20km/hr	✓	✓	✓	✓
Tachometer	-	✓	✓	✓
Interior Grab Handles with Coat Hooks	✓	✓	✓	-
Battery Saver	✓	✓	✓	✓
Electric Boot Release	✓	✓	✓	✓
Infotainment & Connectivity				
FM/AM Radio + Aux-in + USB	-	✓	✓	✓
CD/MP3 Player	-	-	-	✓
Bluetooth®	-	✓	✓	✓
4 Speakers (2 Front + 2 Rear)	-	✓	✓	✓
2 Line MFD Screen	-	✓	✓	-
4.2 MFD Screen	-	-	-	✓
SYNC® (with Voice Control) & AppLink™	-	-	-	✓
Safety & Security				
Driver & Passenger Airbags	✓	✓	✓	✓
Side & Curtain Airbags	-	-	-	✓
ABS¹ with EBD²	-	-	✓	✓
ESP³ + TCS⁴ + HLA⁵	-	-	✓ (only AT)	-
Ford MyKey®	-	-	-	✓
Keyless Entry	✓	✓	✓	✓
Engine Immobiliser	✓	✓	✓	✓
Perimeter Alarm	-	-	✓	✓
Emergency Assistance	-	-	-	✓
Front 3 Point Seat Belts	✓	✓	✓	✓
Rear Seat Belts (3 Points Outer, Lap Middle)	✓	✓	✓	✓
Height Adjustable Front Seatbelts	-	-	✓	✓
Driver Seat Belt Reminder	-	-	✓	✓

1. Anti-lock Braking System 2. Electronic Brake Force Distribution 3. Electronic Stability Program 4. Traction Control System 5. Hill Launch Assist.

*Terms & Conditions apply. Specification and features are subject to change without any notice. Accessories shown may not be part of standard equipment. Colours are indicative only and may vary due to printing constraints. Features may vary from variant to variant. Bluetooth® is a registered trademark of Bluetooth® SIG Inc., and is used under license. Operating certain parts of the SYNC® system while driving can distract your attention away from the road and may be prohibited by local laws. Do not change system settings or enter data non-verbally (using your hands) while driving. Stop the vehicle in a safe and legal manner before attempting these operations. Always make sure you comply with local road laws/rules when using the SYNC® system. SYNC® promotes safer driving by ensuring hands are on wheels and eyes on road. Ford does not recommend using mobile phone while driving.



BUILT QUALITY, GREEN, SAFE AND SMART

Ford Service

DIESEL 25.83km/l*

PETROL 18.16km/l*



1800 209 7400

Savings on Service:

The Ford Aspire comes with 2 year/100,000 kilometer warranty

- **Extended warranty:** To cover your car against all electrical & mechanical failures, for an additional period.
- **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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Dealer Stamp

*Fuel economy as per ARAI.

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