

# **FORD GENIUNE ACCESSORIES**

## **- Ecosport Sales Guide**



**CONTAINS DETAILS ON**

- 1) FUNCTION**
- 2) FEATURE**
- 3) BENEFITS**
- 4) TESTS UNDERTAKEN**

**PRODUCT: ALLOY WHEELS 15" SIZE**

**FUNCTION:**

- Lightweight alloy wheels to provide maximum driving comfort & enhance vehicle style

**FEATURE:**

- Comes with special locking nuts

**BENEFITS:**

- Enhances driving comfort and ease of maneuverability
- Adds style to the car
- Light weight alloys provide better drivability
- More responsive acceleration and braking
- Reduced un-sprung weight



**TESTS UNDERTAKEN:**

- Rim rolling fatigue test conducted for 2 million cycles for prototype development and production validation to check for air leak from rim or tyre caused by rim distortion or cracking
- Spider bend fatigue test conducted for 200,000 cycles for prototype development and production validation to check wheel nut torque, cracking or fracture or deflection
- Outer rim impact test conducted to check for visible fractures
- Inner rim impact test conducted to check for rim deflection.
- Nut torque test proven to ensure nut is pulling through hole, nut not bottoming out on the mounting surface and the nut torque not backing off than the prescribed metrics.
- Leak test proven to check whether there is any leak of air.
- Biaxial durability test for simulated lifetime durability of the wheel

**PRODUCT: SEAT COVERS – VINYL (Available in FIVE COLOUR & DESIGN options)**

**FUNCTION:**

- To protect original seat from spillage, dust, dirt
- To give a classy feel & look

**FEATURE:**

- Comes as a set to cover the seat back & cushion of front, and rear seats
- Comes in vinyl in Black & Piping designs
- Comes with special stitching pattern for unique design and rigidity
- Comes with Ecosport oval embroidered on seat back in front and rear Two tone Seat Cover
- Special clips provided for rigid wrap around fitment
- Comes with Ecosport oval embroidered on seat back in front and rear
- Comes with a special 20mm foam for the best in class comfort

**BENEFITS:**

- Protects the original seating of the car
- Enhances the seating comfort
- Enhances aesthetics of the car giving a rich classy look
- Can be easily cleaned
- Enhances the resale value of the car as the original seating is protected



**TESTS UNDERTAKEN :**

- Tested for appearance
- Tested for un-tolerable odour
- Tested for breaking strength
- Tested for Taber Abrasion
- Tested for Seam Strength
- Tested for Tear Strength
- Tested for Stain resistance
- Tested for Resistance to Bleeding and Perspiration
- Resistance to Piling
- Vehicle validation for 10000 Kms

**PRODUCT: FABRIC SEAT COVERS**

**FUNCTION:**

- To protect original seat from spillage, dust, dirt
- To give a classy feel & look

**FEATURE:**

- Comes as a set to cover the seat back & cushion of front, and rear seats
- Comes in Black fabric bolsters and Grey Fabric inserts
- Two tone Seat Cover
- Special clips provided for rigid wrap around fitment
- Comes with Ecosport oval embroidered on seat back in front and rear
- Comes with special stitching pattern for unique design and rigidity
- Made of special automotive grade Jagard Fabric
- Comes with a special 14mm foam for extra comfort

**BENEFITS:**

- Protects the original seating of the car
- Enhances the seating comfort
- Enhances aesthetics of the car giving a rich classy look
- Can be easily cleaned



**TESTS UNDERTAKEN :**

- Tested for appearance and Finish
- Tested for breaking strength
- Tested for Tear Strength
- Tested for Seam Fatigue resistance
- Tested for Softness
- Tested for Fading Resistance
- Tested for Soiling and Cleanability
- Tested for un-tolerable Odour

**PRODUCT: REAR SPOILER**

**FUNCTION:**

- To provide aerodynamic stability to the car at high speeds

**FEATURE:**

- Supplied in primed condition to enable body colour painting
- Comes with integrated studs and lock nuts for fixing

**BENEFITS:**

- Gives car aerodynamic stability
- Gives car a sporty look

**TESTS UNDERTAKEN:**

- Fasteners and spoilers tested to Ford's standards for durability.
- Car wash test to enable car to be used in a commercial car wash without sustaining damage or reduction in system performance
- Water management test to prevent water from entering luggage compartment when deck lid is opened
- Squeak & Rattle test to prevent any discernable squeak or rattle by the fitment of spoiler
- Deck lid slam test proven for durability of spoilers.
- Aerodynamic stability test to optimize aerodynamic characteristics to provide low drag, straight ahead and cross wind stability
- Slam test: 100,000 cycles deck lid slam test conducted to ensure proper fixing of the spoiler
- Paint repair oven, Environmental cycling, Accelerated weathering tests to make the spoiler resist 130 degree C for 25 minutes and checked for any damage, deterioration, discolouration or loss of function





## **PRODUCT: FRONT FOGLAMPS KIT**

### **FUNCTION:**

- Safety feature
- Assists better driving in dark & foggy conditions
- Unique shaped round lamps
- Provide aesthetic improvement

### **FEATURE:**

- Comes in unique Round shape
- Comes with bright clear lens
- Fits snugly in bumper
- Comes with a unique indash switch
- Comes with a Ford unique wiring harness

### **BENEFITS:**

- Easy to operate
- Provides bright light to aid driving in dark foggy conditions



**PRODUCT: AIR DEFLECTOR (SLIMLINE WEATHERSHIELDS)**

**FUNCTION:**

- To deflect heat waves and rain while driving with windows down

**FEATURE:**

- Rigid plastic comes in dark colour
- Fitted on the 4 doors
- Comes with light weight FRP material

**BENEFITS:**

- Windows can be kept down while driving in mild rains and hot conditions
- Adds to sporty look of the Car
- Provides better aerodynamic flow pattern for the car
- Useful while driving in light drizzle



**Tests Undertaken:**

- Tested for Aerodynamics
- Tested for Windflow in the Wind tunnel
- Tested in the vehicle for adhesion
- Tested in the vehicle for durability
- Tested for weather resistance

**PRODUCT: SPORTY PEDAL SET**

**FUNCTION:**

- Visual enhancement of the Interior aesthetics / sporty look

**FEATURE:**

- Perfect seating on the pedals
- Comes in three pieces for brake, clutch and accelerator
- Comes for MT and AT

**BENEFITS:**

- Easy to fit
- Provides better grip
- Protects original Pedals





**PRODUCT: SS DOOR SCUFF PLATES (FRONT)**

**FUNCTION:**

- Aesthetic accessory

**FEATURE:**

- Comes as a set of 4 plates
- Made of special automotive grade Stainless steel
- Comes with Ecosport branding

**BENEFITS:**

- Enhances looks of the car
- Protects rocker panel from scratches and damage

**USP 's for Sales Consultants :**

- Designed to match the exterior profile of the car
- Protects rocker panel from scratches and damage



**TESTS UNDERTAKEN :**

- Tested for Corrosion and Scratch Resistance for Exterior Steps
- Tested for Sill and Step Paint Wear Protection
- Tested for Resistance to Scuffing (Abrasion / wear and tear, etc)
- Tested for Coating Adhesion after Water Immersion
- Tested for Thermal Shock (Alternate extreme cold and heat cycles)
- Tested for Clearance to Prevent Seal Damage
- Tested for Scuff Plate Rigidity
- Tested for Coefficient of Friction
- Tested for Tape Adhesive Attachments
- Tested for Flammability of Components
- Tested for Temperature induced part stability
- Tested for Parallel Attachment Surfaces
- Tested for Gasoline Resistance
- Tested for Weathering Resistance
- Tested for SLIP RESISTANCE - EXTERIOR STEPS
- Tested for Salt Spray Resistance
- Tested for Interior Projections Safety

**PRODUCT: MAPMYINDIA GPS BASED INFOTAINMENT SYSTEM (CARPAD V5 AND VX340 GPS)**

**FUNCTION:**

- In-car Navigation system

**FEATURE:**

- Sleek device with 3.5" colour touch screen of VX340 and 5" Screen on the Carpad
- Entertainment: music, movies, photos
- Real-time turn-by-turn navigation with graphical map guidance
- supported by voice instructions
- Real-time location information – where you are and the direction you are headed to
- Real-time distance and time till the next turn, and to the final destination
- Destination address – Can be a locality, street name, point of interest (POI) or a remote village
- Point-of-interest search – Easy to locate points of interest (E.g. Your nearest Ford showroom, service center, petrol pump, ATMs, restaurants, landmarks etc) near location, along the way or near the destination
- Auto re-routing and detour – In case the suggested turn is not taken, it automatically re-routes in real time based on the shortest distance to the destination. Also has an option to plan a trip with specific roads to be avoided
- Trip Planning – Allows to set-up an entire trip with multiple destinations before starting
- Personalized – Store favorite addresses which can be accessed directly. Also saves last trip, home, office and favorite locations for quick reference
- Realtime maps covering almost all the cities
- Can be hand carried as well



**TESTS UNDERTAKEN :**

- Tested for Electro Magnetic Compatibility (Should not interfere with the vehicle level electronics)
- Tested for Local Listening SD card entertainment
- Tested for Fitment and appearance
- Tested for Squeak and rattle
- Tested for navigation reception over OHT lines, Hilly areas and near Sub-station
- Tested for Temperature Shock
- Tested for Damp heat (Humidity)

**PRODUCT: ROOF RACK TRAY**

**FUNCTION:**

- To provide space for carrying load in the roof

**FEATURE:**

- Comes with special fixing mechanism for fixing the tray
- Designed to accommodate the tray without disturbing the roof spoiler
- Comes with a special luggage stabilizer bar so that luggage doesn't hit the antenna. This functions as a utility tray as well to secure Umbrellas, etc.

**BENEFITS:**

- Additional load carrying option
- Gives the car a sporty rugged look
- Max load carrying capacity – 50Kgs



**TESTS UNDERTAKEN :**

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- Tested for Luggage rack adjustments
  - Tested for vertical loads for roof mountings (Maximum loading at all the bars)
  - Tested for luggage carriers durability
  - Tested for Dynamic loading (with 1.5 times the recommended load factor)
  - Tested for permissible tensile loads
  - Tested for Permanent deflections in the driving direction (No permanent deflection due to the dynamic loading)
  - Tested for tensile strengths in 20degrees to the driving condition (No permanent deflection due to the dynamic loading while taking turns, etc)
  - Tested for simulated sunload resistance – exterior
  - Tested for humidity ageing
  - Tested for heat age exposure
  - Tested for Substrate surface appearance and smoothness
  - Tested for exterior paint system colour matching
  - Tested for exterior paint system fluid spotting resistance (Due to soap solution, etc)
  - Tested for exterior topcoat solvent resistance
  - Tested for topcoat ultraviolet light transmittance –10yrs
  - Tested for Environmental performance of plastic components Tested for carwash resistance for 60 continous automatic cycles
  - Tested for corrosion and peel performance of the plated components
  - Tested for the threaded fasteners installation torque
  - Tested for the ease of removal and replacement
  - Tested for Burrs and sharp edges
  - Tested for salt spray resistance continuously for 72 hours
  - Tested for the vehicle level wind noise (For better aerodynamics)
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## **PRODUCT: REAR PARCEL TRAY**

### **FUNCTION:**

- Separates the passenger compartment from the boot

### **FEATURE:**

- Fire retardant
- Come with the interior colour matched fabric trim
- Made of special Poly-Propylene material
- Easy to dust and wash, odourless

### **BENEFITS:**

- Can be used to store light weight parcels, toys, etc without blocking the rear vision of the driver

### **USP 's for Sales Consultants :**

- Designed to match the interior profile of the car
- Special Fasteners designed to hold the mats in place
- Special Fire Retardant PP Material
- Stain guard treated

### **TESTS UNDERTAKEN :**

- Tested for snug fitment on the car
- Tested for aesthetics on the car
- Tested for Tensile Strength (When the material is stretched, will not tear immediately)
- Tested for Tear Strength
- Tested for deformation by Water Immersion test (When submerged in water for a period of time, stipulated deformation requirements are met)
- Test for resistance to rubbing (Carpet wear due to rubbing in the car)
- Tested for Slippage on the car (Special fasteners and antislip rubber backing)
- Tested for Fire retardance with reputed certifying authorities (Will not promote fire in case of emergencies. Can be used as a fire resistant blanket)
- Tested for Stain guard requirements with reputed certifying authorities
- Tested for Washability
- Tested to meet the environmental requirements and toxicology
- Durability tested in the car for a mileage of 10000 Kms
- Easy to fit
- Reduces direct load on Air Conditioner

**PRODUCT: WAECO CF25 INCAR REFRIGERATOR**

**FUNCTION:**

- To refrigerate and transport food stuff to make ice as similar to a household refrigerator

**FEATURE:**

- 12volt DC with a built in Compressor
- 25 litre capacity
- Cools to -13 degrees & heats to 65 degrees
- Holds 300ml cans & 500ml plastic bottles.
- 1 year warranty from manufacturer
- Solid polyurethane foam insulation
- Adjustable shoulder strap



**BENEFITS:**

- Lightweight and simple to carry with astonishing cooling capacity.
- WAECO's CF25 is equipped with maintenance-free technology and can be used for both cooling and warming.

**USP 's for Sales Consultants :**

- Elegant. Compact with two tone & User friendly.
- Perfect vacation / short tour support product
- Tested to meet all the Ford requirements
- Plug and play device

**TESTS UNDERTAKEN :**

- Tested to meet the cooling efficiency
- Tested for heating efficiency
- Tested for user friendliness
- Tested for vehicle level packaging
- Tested to meet the environmental requirements and toxicology (Even if scrapped this will not harm the environment like the carry bag plastics)
- Durability tested in the car for a mileage of 10,000 Kms



**PRODUCT: ROOF STYLING RAILS & CROSS BARS**

**FUNCTION:**

- To add on to the styling element of the Ford Ecosport.

**FEATURE:**

- Comes with special fixing mechanism and nuts for fixing the rails
- Comes with fastening provisions to mount Cross bar and Roof rack tray
- Designed to accommodate without disturbing the roof spoiler
- Vehicle styling elements built on the rails for an enhanced Kinetic design
- Cross bars designed to carry a dynamic load of 50Kgs

**BENEFITS:**

- Add on Styling element
- Gives the car a sporty rugged look



**TESTS UNDERTAKEN :**

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- Tested for Roof Rails durability
  - Tested for Dynamic loading (with 1.5 times the recommended load factor)
  - Tested for permissible tensile loads
  - Tested for Permanent deflections in the driving direction
  - Tested for tensile strengths in 20degrees to the driving condition (No permanent deflection due to the dynamic loading while taking turns, etc)
  - Tested for simulated sunload resistance – exterior
  - Tested for humidity ageing
  - Tested for heat age exposure
  - Tested for Substrate surface appearance and smoothness
  - Tested for topcoat ultraviolet light transmittance –10yrs
  - Tested for Environmental performance of plastic components Tested for carwash resistance for 60 continuous automatic cycles
  - Tested for corrosion and peel performance of the plated components
  - Tested for the threaded fasteners installation torque
  - Tested for the ease of removal and replacement
  - Tested for Burrs and sharp edges
  - Tested for salt spray resistance continuously for 72 hours
  - Tested for the vehicle level wind noise (For better aerodynamics)
  - Tested for water leaks
-

**PRODUCT: CHILD SEAT**

**FUNCTION:**

- To ensure safety and security of your new born's inside the car

**FEATURE:**

- Comes with a special profile to suit your new born's comfortably
- Secures to the seat with the seat belts
- Can be secured in front or rear seats
- Rear facing child seat
- Comes with special stitching pattern for unique design and rigidity
- Comes with a special 20mm foam for extra comfort

**BENEFITS:**

- Enhances the seating comfort of your new born's
- Can be easily cleaned
- European CE certification for the crash requirements



**TESTS UNDERTAKEN :**

- Tested for un-tolerable odour
- Tested for breaking strength
- Tested for Taber Abrasion
- Tested for Seam Strength
- Tested for Tear Strength
- Tested for Stain resistance
- Tested for Resistance to Bleeding and Perspiration
- Resistance to Piling

**PRODUCT: ECOSPORT GRAPHICS (SIDE)**

**FUNCTION:**

- Adds a Brand identity for the vehicle

**FEATURE:**

- Super Durability
- Cool Aesthetics
- Technologically Advanced

**BENEFITS:**

- Scratch Resistant Hard Coat
- Assurance of long term high performance and protection of film investment
- Ease in cleaning and maintenance
- None of conventional films problems such as fading, discolouration, oxidization, peeling, bubbling, cracking
- Peace of Mind



**PRODUCT: ILLUMINATED SCUFF PLATES (FRONT)**

**FUNCTION:**

- Aesthetic accessory

**FEATURE:**

- Comes as a set of 2 plates for front
- Made of Automotive grade Stainless steel with auto illumination program when the doors are opened
- Comes with Ecosport Illuminated branding
- High durable LEDs
- LED colour matched to the interior Blue illumination theme
- Black Gimp surround

**BENEFITS:**

- Enhances the visual appeal of the car during when illuminated
- Protects the rocker panel from scratches and damage



**PRODUCT: INTERIOR AMBIENT LIGHT (FRONT)**

**FUNCTION:**

- Aesthetic accessory

**FEATURE:**

- Comes as a set of two for front IP & Seats Ambient illumination
- High durable LEDs
- LED colour matched to the interior Blue illumination theme



**BENEFITS:**

- Enhances the visual appeal of the car during when illuminated
- Induces the ice blue mood lighting ambience in the front



**PRODUCT:     HARDTOP SPARE WHEEL COVER**

**FUNCTION:**

To protect the spare wheel from dust and damage

**FEATURE:**

- Elegant looking cover with chrome finished rim
- Comes with Ecosport badging
- Comes with special lock
- Comes as primed and can be painted to Body colour / Silver colour

**BENEFITS:**

- Protects the spare wheel from dust and damage
- Adds to the sporty look of the SUV
- Lock provides additional security to the expensive alloy wheel



**TESTS UNDERTAKEN :**

- Tested for Temperature Effect on Appearance (Fading off, Peel off effects, etc)
- Tested for Thermal Shock (Resistance to extreme cold and extreme heat cycles)
- Tested for Simulated Sunload Resistance-Exterior
- Tested for Humidity Aging (Resistance to external humid sea shore air)
- Tested for Heat Age Exposure - Exterior
- Tested for Substrate Surface Appearance and Smoothness
- Tested for Burrs / Sharp Edges
- Tested for Paint Adhesion
- Tested for Paint Scratch and Mar Resistance - Exterior Paint Colour
- Tested for Exterior Paint Fluid Spotting Resistance (Unwanted spots by Soap solution, etc)
- Tested for Exterior Paint Chip Resistance
- Tested for Exterior Topcoat Solvent Resistance
- Tested for Exterior Topcoat Ultraviolet Limit Transmittance (10 Yrs)
- Tested for EXTERIOR PAINT WEATHERING(10 YEARS) - BASECOATCLEARCOAT
- Tested for Environmental Performance for Plastic Components
- Tested for Wind Noise in the vehicle
- Tested for External Projection Requirement (Accessories projecting outside the vehicle)
- Tested for Minimum Approach and Departure Angles (Airflow studies for aerodynamics)
- Tested for Vehicle level Durability
- Tested for the ease of Removal/Replacement (During Punctures)
- Tested for resistance to Car Wash for 60 automatic cycles
- Tested for Squeaks and Rattles by Door Slam Test (Unwanted noises while closing the door)

**PRODUCT: FRONT AND REAR BUMPER APPLIQUES**

**FUNCTION**

- To protect the Rear Bumper and add to the sporty look of the SUV

**FEATURE**

- Comes as painted (Highlight Silver) plastic part in two design options
- Comes for front and rear bumper

**BENEFITS**

- Adds to the sporty looks of the SUV
- Gives a two tone exterior looks of the car



**TESTS UNDERTAKEN**

- Tested for High and Low Temperature Impact
- Tested for Tape Adhesive Attachments
- Tested for Simulated Sunload Resistance - Exterior
- Tested for Humidity Ageing (Resistance to external humid sea shore air)
- Tested for Heat Age Exposure - Exterior
- Tested for Substrate Surface Appearance and Smoothness
- Tested for Exterior Paint System Mar and Scratch Resistance
- Tested for Exterior Paint System Fluid Spotting Resistance
- Tested for Exterior Paint System Chip Resistance
- Tested for Exterior Topcoat Ultraviolet Limit Transmittance (10 Yrs equal life cycles)
- Tested for Exterior Paint Weathering (10 Yrs equal life cycles) - Basecoat/Clearcoat
- Tested for Burrs/Sharp Edges
- Tested for Thermal Shock (Alternative Extreme heat and cold cycles)
- Tested for Vehicle Level Wind Noise
- Tested for External Projection Requirements (Accessories projecting outside the vehicle)
- Tested for Lower Bodyside Stone Damage Resistance (Resistance to stone hits, etc)
- Tested for Car Wash resistance for 60 automatic cycles

**PRODUCT: HEADLAMP GUARD, ACRYLIC**

**FUNCTION:**

- To protect the Head lamps

**FEATURE:**

- Comes as clear Acrylic
- Comes as a pair for both the head lamps

**BENEFITS:**

- Protects the head lamp from minor stone hits
- Protects the head lamp from minor scratches
- Adds to the sporty looks of the SUV



**TESTS UNDERTAKEN :**

- Tested for Head Lamp VLT levels
- Tested for head lamp illumination spreads
- Tested for High and Low Temperature Impact
- Tested for Resistance to Asphalt Staining (Due to greases, etc)
- Tested for Simulated Sunload Resistance - Exterior
- Tested for Humidity Ageing (Resistance to external humid sea shore air)
- Tested for Heat Age Exposure - Exterior
- Tested for Substrate Surface Appearance and Smoothness
- Tested for Exterior Ultraviolet Limit Transmittance (10 Yrs equal life cycles)
- Tested for Burrs/Sharp Edges
- Tested for Thermal Shock (Alternative Extreme heat and cold cycles)
- Tested for Vehicle Level Wind Noise
- Tested for External Projection Requirements (Accessories projecting outside the vehicle)
- Tested for Stone Damage Resistance (Resistance to stone hits, etc)
- Tested for Car Wash resistance for 60 automatic cycles



**PRODUCT:     BUG DEFLECTOR / BONNET PROTECTOR**

**FUNCTION:**

- To deflect bugs while driving at high speeds from hitting the windshield

**FEATURE:**

- Rigid plastic comes in transparent smoke grey colour
- Fitted on the Bonnet
- Comes with light weight FRP material
- Comes with special fasteners & clips

**BENEFITS:**

- Adds to sporty look of the Car
- Designed inline with the aerodynamic flow pattern for the car
- Useful while driving in nights



**PRODUCT: WAECO TB08 THERMOCOOLER**

**FUNCTION:**

- To transport chilled items as chilled and hot items as hot

**FEATURE:**

- 12volt DC
- 8 litre capacity
- Cools 20 degrees below ambient temp & heats to 65 degrees
- Holds 300ml cans & 500ml plastic bottles.
- Has an external can cooler, so you don't have to open the lid to get your drink.
- 1 year warranty from manufacturer
- Solid polyurethane foam insulation
- Built in slot for a seat belt
- Adjustable shoulder strap

**BENEFITS:**

- Lightweight and simple to carry with astonishing cooling capacity.
- WAECO's TB-08 is equipped with wear-free and maintenance-free technology and can be used for both cooling and warming.
- Economically priced and reliable thermoelectric energy is just right for a car cooler.

**USP 's for Sales Consultants :**

- Elegant. Compact with two tone & User friendly. Also comes with a cup holder
- Perfect vacation / short tour support product
- Tested to meet all the Ford requirements
- Plug and play device

**TESTS UNDERTAKEN :**

- Tested to meet the cooling efficiency
- Tested for heating efficiency
- Tested for user friendliness
- Tested for vehicle level packaging
- Tested to meet the environmental requirements and toxicology (Even if scrapped this will not harm the environment like the carry bag plastics)
- Durability tested in the car for a mileage of 10,000 Kms





**PRODUCT: CHROME FINISHER, FRONT GRILLE**

**FUNCTION:**

- To provide a classy look to the front side of the car

**FEATURE:**

- Comes with specially slant studs for proper fitment
- Comes in a superior chrome finish

**BENEFITS:**

- Easy to fit
- Superior plastic used to ensure product durability.
- Gives classy look to the car

**USP 's for Sales Consultants :**

- Designed to match the exterior ambience profile of the car
- This Chrome grill trim will give an elegant look to the car

**TESTS UNDERTAKEN :**

- Tested for snug fitment in the car
- Tested for aesthetics in the car
- Tested for Chrome peel off
- Tested for Temperature Effect on Appearance(Fading off, Peel off effects, etc)
- Tested for Thermal Shock(Resistance to extreme cold and extreme heat cycles)
- Tested for Simulated Sunload Resistance-Exterior
- Tested for Humidity Aging (Resistance to external humid sea shore air)
- Tested for Heat Age Exposure - Exterior
- Tested for Substrate Surface Appearance and Smoothness
- Tested for Corrosion Resistance
- Tested for Burrs / Sharp Edges
- Tested for Environmental Performance for Plastic Components
- Tested for Wind Noise in the vehicle (Airflow studies for aerodynamics)
- Tested for External Projection Requirement (Accessories projecting outside the vehicle)
- Tested for Vehicle level Durability
- Tested for the ease of Removal/Replacement
- Tested for resistance to Car Wash for 60 automatic cycles



**PRODUCT: ENGINE GUARD / FRONT PLASTIC SKID PLATE**

**FUNCTION**

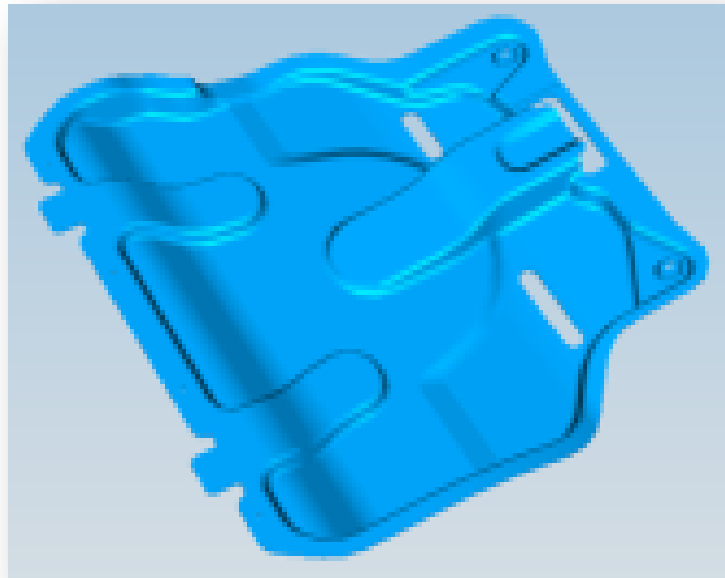
- To protect the Oil sump, Engine bay and add to the sporty look of the SUV

**FEATURE**

- Comes as Grey plastic part

**BENEFITS**

- Adds to the sporty looks of the SUV
- Protects the Oil sump/Engine bay from stone chips



**TESTS UNDERTAKEN**

- Tested for High and Low Temperature Impact
- Tested for Tape Adhesive Attachments
- Tested for Simulated Sunload Resistance - Exterior
- Tested for Humidity Ageing (Resistance to external humid sea shore air)
- Tested for Heat Age Exposure - Exterior
- Tested for Substrate Surface Appearance and Smoothness
- Tested for Exterior Paint System Mar and Scratch Resistance
- Tested for Exterior Paint System Fluid Spotting Resistance
- Tested for Exterior Paint System Chip Resistance
- Tested for Exterior Topcoat Ultraviolet Limit Transmittance (10 Yrs equal life cycles)
- Tested for Exterior Paint Weathering (10 Yrs equal life cycles) - Basecoat/Clearcoat
- Tested for Burrs/Sharp Edges
- Tested for Thermal Shock (Alternative Extreme heat and cold cycles)
- Tested for Vehicle Level Wind Noise
- Tested for External Projection Requirements (Accessories projecting outside the vehicle)
- Tested for Lower Bodyside Stone Damage Resistance (Resistance to stone hits, etc)
- Tested for Car Wash resistance for 60 automatic cycles

**PRODUCT: REVERSE CAMERA WITH IRVM LCD DISPLAY**

**FUNCTION:**

- To warn driver about any obstacle behind the car while reversing

**FEATURE:**

- Comes as a set of a IR Camera and an IRVM LCD Display
- Camera can be mounted in the rear bumper as drilled or as clamped
- IRVM – Replacement option

**BENEFITS:**

- Visually displays the driver the complete rear view of the car while reversing
- Safety accessory to assist driver while reversing and parking
- Instant plug and play safety device with standard Ford connectors and Scotch Locks



**PRODUCT:     SIDE RUNNING BOARD**

**FUNCTION:**

- To ease the ingress and egress of passengers

**FEATURE:**

- Comes with special fixing mechanism and nuts for fixing the running boards
- Comes with fastening provisions to mount the running board
- Vehicle styling elements built on the rails for an enhanced Kinetic design
- Cross bars designed to carry a load of 150Kgs
- Comes as a set of two per car

**BENEFITS:**

- Easy ingress and egress
- Adds to the Styling element
- Gives the car a sporty rugged look



**PRODUCT: ANTI THEFT NUTS (For alloy wheel)**

**FUNCTION:**

- To protect alloy wheels from theft

**FEATURE:**

- Comes as a set of 4 nuts & 1 key
- Special opening key can only be used for opening the Anti-theft nut

**BENEFITS:**

- Prevents theft of expensive spare alloy wheel



**TESTS UNDERTAKEN:**

- Rim rolling fatigue test conducted for 2 million cycles for prototype development and production validation to check for air leak from rim or tyre caused by rim distortion or cracking
- Spider bend fatigue test conducted for 200,000 cycles for prototype development and production validation to check wheel nut torque, cracking or fracture or deflection
- Nut torque test proven to ensure nut is pulling through hole, nut not bottoming out on the mounting surface and the nut torque not backing off than the prescribed metrics.



**PRODUCT: NITESPOT EMERGENCY LAMP****FUNCTION:**

- To provide lighting outside the car in darkness as well as inside the car

**FEATURE:**

- Comes as a handy lamp assembly with adequate chord length
- Draws power from 12V socket in the Instrument panel
- Comes with a strong magnet to hold the lamp
- Can be bent to a 90 degree angle

**BENEFITS:**

- Provides lighting for various applications like changing tyres, checking the bonnet, boot, reading maps etc.,
- Handy lightweight lamp easy to carry

**TESTS UNDERTAKEN :**

- Tested for the application
- Tested for packaging the product in the car
- Tested for illumination levels for emergency repairs
- Tested for ease of operation

**PRODUCT: REVERSE PARKING SENSORS**

**FUNCTION:**

- To warn driver about any obstacle behind the car while reversing

**FEATURE:**

- Comes as a set of 4 sensors mounted on rear bumper
- Can be body colour painted
- Comes with an audio output module

**BENEFITS:**

- Alerts driver about any obstacle, static or dynamic behind the car
- Safety accessory to assist driver while reversing and parking
- Body colour paintable
- Instant plug and play safety device with standard Ford connectors and hence no wire cutting / splicing



**TESTS UNDERTAKEN :**

- Tested for vehicle level durability
- Tested for Squeaks and rattle in the car
- Tested for Splash test
- Tested for High temperature soak
- Tested for Wiring routing in the car
- Tested for High temperature endurance
- Tested for Damp heat (Humidity) endurance
- Tested for System performance
- Tested for Electro Magnetic Compatibility

**PRODUCT: MUD FLAPS**

**FUNCTION:**

- To protect body from mud, slush, water & flying stones

**FEATURE:**

- Mud flaps come with special clamps & Fasteners
- Body contoured mud flaps

**BENEFITS:**

- Protects the sides of the car
- Adds style to the car due to body contoured design



**USP 's for Sales Consultants :**

- Designed to match the exterior profile of the car
- Special Fasteners designed to hold the mud flaps in place
- Designed to meet the Basic Ground Clearance requirements

**TESTS UNDERTAKEN :**

- Tested to arrest the mud Splashing requirements (Mud splashing on the Rocker Panel)
- Tested for snug fitment in the car
- Tested for aesthetics in the car
- Flour grain takes less dust than other grains
- Tested for Wheel arch clearances
- Tested for maximum turning radius interference of the wheel (Wheel will not hit the mud flap)
- Tested to meet the environmental requirements and toxicology (Even if scrapped this will not harm the environment like the carry bag plastics)
- Durability tested in the car for a mileage of 50,000 Kms

**PRODUCT: CARPET FLOOR MATS (Available in Black)**

**FUNCTION:**

- To protect original carpeting from dust, dirt & slush
- To give a classy feel for the foot

**FEATURE:**

- Fire retardant
- Come in full black
- Perfect contour fit with Car floor
- Made of special Carpet material
- Anti-slip backing
- Edge over-locking for more durability
- Easy to dust and wash, odourless

**BENEFITS:**

- Comes as a set of 3 pieces, 1 for front and 2 for rear
- Tufted Carpet
- Unique aesthetically designed mat
- More safe and secure



**USP 's for Sales Consultants :**

- Designed to match the interior profile of the car
- Special Fire Retardant Material
- Stain guard treated & Odourless

**TESTS UNDERTAKEN :**

- Tested for snug fitment on the car
- Tested for aesthetics on the car
- Tested for Tensile Strength (When the material is stretched, will not tear immediately)
- Tested for Tear Strength
- Tested for deformation by Water Immersion test (When submerged in water for a period of time, stipulated deformation requirements are met)
- Test for resistance to rubbing (Carpet wear due to rubbing in the car)
- Tested for Slippage on the car
- Tested for Fire retardance with reputed certifying authorities (Will not promote fire in case of emergencies. Can be used as a fire resistant blanket)
- Tested for Stain guard requirements with reputed certifying authorities
- Tested for Washability
- Tested to meet the environmental requirements and toxicology



**PRODUCT: TRUNK MAT (CARPET / PLASTIC TRAY)**

**FUNCTION:**

- To protect original boot carpet in the boot from spillage, dust, dirt
- To prevent luggage from movement while driving

**FEATURE:**

- Comes as a single piece covering the entire boot space
- Comes in Black colour
- Fire retardant Carpet and plastic material
- Perfect contour fit with Car floor
- Edge over-locking for more durability
- Easy to dust and wash, odourless

**BENEFITS:**

- Protects the original boot carpeting of the car
- Designed to cover the entire boot space
- Prevents luggage from movement while driving as it has designed ribs



**USP 's for Sales Consultants :**

- Designed to match the interior profile of the car
- Special Fire Retardant automotive grade Material
- Stain guard treated

**TESTS UNDERTAKEN :**

- Tested for snug fitment & Slippage on the car
- Tested for Fire retardance with reputed certifying authorities
- Tested for accelerated Weathering (Wear tested in Extreme cold and hot conditions)
- Tested for objectionable odour
- Tested for accelerated wear resistance
- Tested for Stain guard requirements with reputed certifying authorities
- Tested for Washability
- Tested to meet the environmental requirements and toxicology



**PRODUCT: CAR COVER**

**FUNCTION:**

- To protect car from dust, bird droppings, scratches and rain

**FEATURE:**

- Comes as a single piece cover with elastic straps
- Made of special imported Polyester material
- Non Fading Silver colour
- Water resistant
- Customised sleek fit to the car
- No Shrinkage and warp
- Special elastic band provided to lock the cover from flying in windy conditions
- Double stitching for more durability
- Special Pouch with logo for compact storage

**BENEFITS:**

- Superior protection to the car
- Fits snugly to cover the entire car
- Washable, easy to fit
- Comes with a Ford Ecosport logo in the front windshield area



**USP 's for Sales Consultants :**

- Designed to match the exterior profile of the car
- Snugly fits on to the car
- Special water proof automotive grade fabric Material
- Stain guard treated

**TESTS UNDERTAKEN :**

- Tested for snug fitment on the car
- Tested for water seepage / ingress
- Tested for aesthetics on the car
- Tested for Stain guard requirements with reputed certifying authorities
- Tested for Washability
- Tested to meet the environmental requirements and toxicology
- Tested for Severe weather conditions by Weathering test

**PRODUCT: WAXOYL & 3M CAR TREATMENTS**

**FUNCTION:**

- To provide exterior & interior treatments to the car to keep it new. Provided by world renowned Waxoyl & 3M brands

**FEATURE:**

- Exterior, Interior & Engine Compartment and Underbody treatments available

**BENEFITS:**

- Applied by trained applicators
- Car's interiors, exteriors & Engine compartment becomes new
- Polish is retained for a long period



**USP's for Sales Consultants :**

- Only approved body treatments by Ford

**TESTS UNDERTAKEN :**

- Tested for Under body weathering after treatment
- Tested for exterior and interior aesthetics after treatment
- Tested for Paint weathering after treatment
- Tested for Interior trims weathering after treatment
- Tested for accelerated weathering
- Tested for Damp heat (Humidity) weathering
- Tested for feel and shine
- Tested for the life of the treatment in extreme weather

**PRODUCT: SEAT BELT PAD**

**FUNCTION:**

- To provide a cushioning effort while using the seat belts

**FEATURE:**

- Comes with foam padding with wrap around Velcro

**BENEFITS:**

- Added comfort while driving for long periods.



**PRODUCT: FORD PILLOWS & NECKREST CUSHIONS**

**FUNCTION:**

- To provide a cushioning effort

**FEATURE:**

- Made of special recron fibre & Solid Foam
- Comes with an embroidered Ecosport branding
- Designed to match the interior colour ambience of the car
- Neckrests are tooled in solid foam with good ergonomics
- Comes with foam padding with wrap around Velcro

**BENEFITS:**

- Added comfort while driving for long periods.



**USP 's for Sales Consultants :**

- Designed to match the interiors of the car
- Made of special recron fibre

**TESTS UNDERTAKEN :**

- Tested for appearance & comfort
- Tested for snug fitment & ergonomics in the car
- Tested for aesthetics in the car
- Tested to meet the environmental requirements and toxicology (Even if scrapped this will not harm the environment like the carry bag plastics)

**PRODUCT:** PUNCTURE REPAIR KIT

**FUNCTION:**

To perform temporary repairs for small punctures on the tubeless tyres

**FEATURE:**

- Compact kit consists of necessary tools & fillers
- Clear instructions available on carton
- Do it yourself kit

**BENEFITS:**

- Very helpful while stranded in remote locations with a puncture on the tubeless tyre
- Temporary repair makes the car mobile which can be permanently repaired at an authorized tyre repair centre





**PRODUCT: REAR ARMREST CUM CUP HOLDER**

**FUNCTION:**

- To provide additional rear passenger comfort

**FEATURE:**

- Made of special Solid Foam
- Designed to match the interior colour ambience of the car
- Comes with two Cup Holders
- Comes with a secure wrap around Velcro
- Easy to mount and dismantle

**BENEFITS:**

- Added comfort while driving for long periods.



**USP 's for Sales Consultants :**

- Designed to match the interiors of the car
- Made of special foam

**TESTS UNDERTAKEN :**

- Tested for appearance & comfort
- Tested for snug fitment & ergonomics in the car
- Tested for aesthetics in the car
- Tested to meet the environmental requirements and toxicology (Even if scrapped this will not harm the environment like the carry bag plastics)