

**Let's  
bring  
about  
change**



**Go Further**  
[india.ford.com/figo](http://india.ford.com/figo)



# CHANGE IS A WONDERFUL THING.

EXPERIENCE THE NEW FORD FIGO IN **AUGMENTED REALITY** !

1



Get **Junaio** from  
your app store  
and search for  
'Ford India.'

\*For iPhone and Android users

2



Hold your phone  
over the car and  
**experience the  
New Ford Figo in 3D.**



More on  
the **NEW**  
**FORD FIGO**

India's favourite since its launch in 2010, the Ford Figo has always been a game changer.

With 20 awards, it is India's most awarded car ever.

It holds its place in the Limca Book of Records.

It has more than 2 lakh proud owners.

And it has set new standards in the category, with its best-in-class boot space and fastest cooling.

Yet we believe that this is just the beginning. So we've challenged the boundaries of change and made sure that the Ford Figo now goes further.

# PRESENTING **THE NEW** FORD FIGO.



# Kinetic Design

The large hexagonal lower grille, sloping roofline, big day-light opening and sculpted side panels give the Figo its signature look. Adding to this, the planted, sure footed stance and wide, muscular look inspire confidence and imply safety.





# Spacious Interiors

The stylized and exquisitely crafted interiors ignite your imagination as soon as you enter.

As the longest and among the widest vehicles in its class,

the Figo redefines comfort for the 5 passengers travelling in it. The ergonomically designed seats make long drives more pleasurable, while improved door sealing assures maximum cabin quietness.





## Stylish Cluster

The stylish asymmetric cluster dashboard showcases features like Distance to Empty (DTE), Door Ajar, Headlamp On Reminders and Water in Fuel (for diesel). All with red illumination that highlight the car's sporty looks.

## Fastest Air-Conditioner

The extra large 154CC compressor in the Figo ensures that the interiors cool faster, so that you keep cool and stay fresh even when the temperature soars.



# Large Boot Space

Swallows practically anything you throw in it,  
the 284 litre boot is just perfect for shopping or airport trips.

The rear seat can be folded flat to fit in  
that odd-sized souvenir from a road trip.



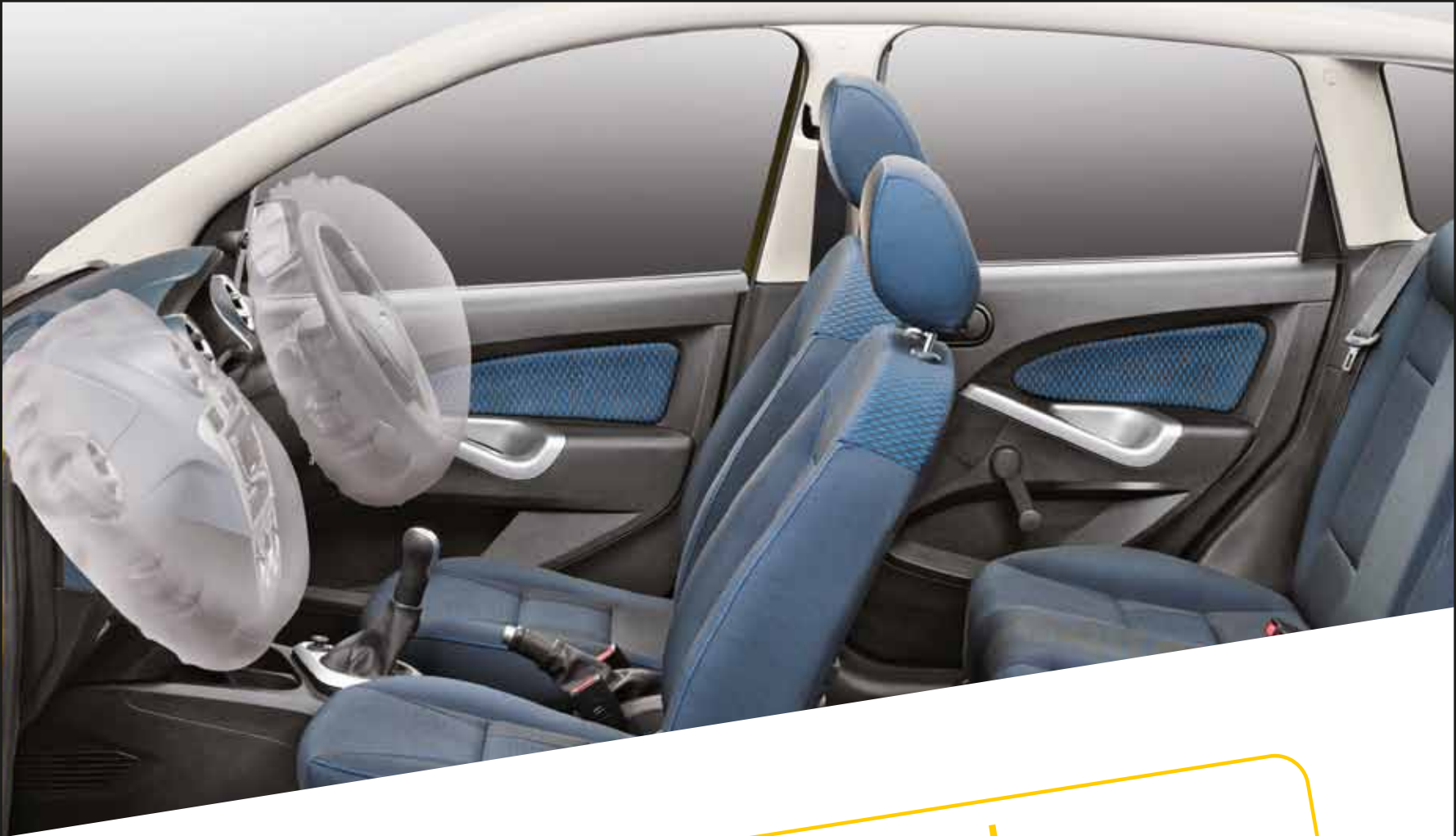


# Delightful Ride and Handling

With its nimble, well-engineered steering and suspension system, light and precise steering and superb sense of control, the Figo is sure footed.







# Assured Safety

Ford's high standard of safety and integrity in structural design ensures that Figo is safe as a cocoon. Figo's confident braking is further enhanced through ABS with EBD, letting you steer clear of trouble. Front Dual Airbags are standard (on the Titanium series) to protect you in case of any eventuality. With PATS (Programmable Anti Theft System) the engine will not start without the right key.

# Responsive Engine

The **Figo's 1.2 l Duratec Petrol Engine** is finely tuned for in-city driving. Its higher low-end torque makes the vehicle very responsive, ensuring great drivability and performance.



The **Figo's 1.4 l Duratorq Diesel Engine** comes with the formidable reputation of durable performance. Its superior power to weight ratio makes it incredibly responsive at low speeds, even as it offers high end performance.

# Bluetooth Connectivity

Now pair your Bluetooth mobile with the Figo's audio unit and access your phone book, dialled, received and missed calls on the audio display. You can also stream music, without reaching for your phone.





## Handy Cubby Holes

Numerous cubby holes help you easily access your stash of coins, keys or your phone. Cup holders keep your coffee steady, so you can stay focused on the road.





# Celebrating the **NEW**

Here's applauding the power of change and how it will make your every drive in the new look Figo so much more exciting and memorable.



## **NEW** Tail Lamps

The artistically designed tail lamps give a distinct look to the rear side of the car. This ensures good visibility to cars that cannot help following you to get a better look.



# **NEW** Seat Fabric Design

The new blue seat fabric soothes the senses yet excites the eyes.

Well coordinated with the interiors of the car,  
it gives a premium feel and keeps you totally comfortable.

## NEW Alloy Wheels

The all new 8 spoke alloys give an instant sleek look and up the style quotient of the car, when people admire it from the sides.



## NEW Front Bumper

The distinct hexagonal chrome grille gives the front of the car unforgettable character. The eye catching fender with its smart, contemporary design sets the new look Figo a class apart.





## NEW Head Lamps

These artistically designed, new headlamps come with a larger reflective surface. So that you enjoy better visibility while on the go.



## NEW Audio Stalk

Here's something exciting to sing about. The unique steering mounted Audio/Radio controls help control music without having to take your hands away from the steering wheel.



# Smart and Intelligent Features



## Lane Change Indicators

A single flick of the indicator stalk flashes the turn lamps thrice indicating your choice of lane.

## Speed Sensing Volume Controls

You can set the speed sensing volume control to compensate for road noise automatically, as you gain speed.



## Rapid Deceleration Warning

Sudden braking at speeds greater than 96 kmph will activate the hazard warning lamps to warn trailing drivers.



Distance to Empty  
Tells you how many kms you can go with the available fuel in tank.

## Smart Programmable Remote Key

This allows you to unlock all four doors or just the driver's door. You can also open the boot through a button on the key.



## 6 Speed Intermittent Wipers

Choose your setting from six different speeds that tackle everything, from light drizzles to intense monsoons.



## Intelligent Central Locking

Drive Away Locking ensures that all doors are secured on movement. Auto relocking and crash unlocking ensure security and safety.



## Steering Height Adjust

Now find the most comfortable driving position for yourself with Figo's height adjustable steering wheel. Stay comfortable all through the drive.



## Rear Windshield Wash and Wipe

Clear front windshield but still can't see through your rear view mirror? Our rear wash and wipe is just the solution to ensure all round visibility.





# Style Statements

Let your new look Figo reflect your cool personality. Do it up your way with our wide choice of attractive accessories and embellishments.



Roof Rail



Weather Shield



Navigation System



Scuff Plates



Alloy Wheels



Seat Covers



Rear Spoiler



Fog Lamps

# TECHNICAL SPECIFICATIONS

Key Dimensions					
Overall	Length mm	3795			
	Width mm	1680 Without ORVM			
	Height mm	1427			
	Wheel Base mm	2489			
	Ground Clearance mm	168			
	Fuel Tank Capacity (L)	45			
	Turning Circle Radius (M)	4.9			
	Boot Space (L)	284			
Engine		Petrol		Diesel	
Displacement(cc)		1196		1399	
Valves/OHC		16V DOHC		8V SOHC	
Fuel System		Sequential Electric Fuel Injection (SEFI)		Common Rail	
Max Power PS(KW) @ RPM		71 (52.4) @ 6,250		69 (50.7) @ 4,000	
Max Torque NM(KGM) @ RPM		102(10.4) @ 4,000		160(16.3) @ 2,000	
Transmission		5 Speed Manual Transmission			
Wheels & Tyres		LXI	EXI	ZXI	Titanium
Wheel Size		175 / 65 R14 Steel		175 /65R14 Alloys	
Type		Radial / Tubeless			
Suspension					
Front		Independent McPherson Strut with Dual Path mounts Semi-Independent Twist Beam, Coil Springs			
Rear					
Brakes					
Front		Ventilated Discs Drum			
Rear					
Steering					
Type		Hydraulic Power Assisted			
Kerb Weight (KG)		LXI	EXI	ZXI	Titanium
Petrol		1040	1060	1075	1090
Diesel		1090	1105	1115	1130

EXTERIOR APPEARANCE	LXI	EXI	ZXI	TITANIUM
Body Coloured Front & Rear Bumpers	✓	✓	✓	✓
Left Hand Side Outside Mirrors	–	✓	✓	✓
Full Wheel Covers	–	✓	✓	–
Alloy Wheels	–	–	–	✓
Body Coloured Outside Mirrors	–	–	✓	✓
Body Coloured Outside Door Handles	–	–	✓	✓
Chrome Finisher on Radiator Grille	–	–	✓	✓
Chrome Finisher on Side Repeaters	–	–	✓	✓
Chrome Finisher on Tailgate Applique	–	–	✓	✓
COMFORT & CONVENIENCE				
Airconditioning with Heater	✓	✓	✓	✓
Power Steering	✓	✓	✓	✓
Remote Fuel Filler opening	✓	✓	✓	✓
Front Power Windows	–	✓	✓	✓
Remote Boot Open (Electric)	–	✓	✓	✓
Driver Seat Height Adjust	–	–	–	✓
Electrically Adjustable Outside Mirrors	–	–	–	✓
6 Speed Variable Intermittent Front Wipers	–	–	–	✓
Anti Drip Wiping	✓	✓	✓	✓
Tilt Adjust Steering	–	–	✓	✓

# FEATURES

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INTERIOR	LXI	EXI	ZXI	TITANIUM
Riviera Blue IP	—	—	—	✓
Day / Night Inside Rear View Mirror	✓	✓	✓	✓
Front Power Point (12V)	✓	✓	✓	✓
Cupholders in Front Centre Console	✓	✓	✓	✓
Foldable Grab Handles with Coat Hooks (Rear)	✓	✓	✓	✓
Fabric Insert on Door Trim	—	✓	✓	✓
Passenger Vanity Mirror on Sunvisor	—	✓	✓	✓
Removable Parcel Tray	—	✓	✓	✓
Cargo Area Lamp	—	—	✓	✓
Deluxe Floor Console	—	—	—	✓
INFOTAINMENT & CONNECTIVITY				
Wiring to Antenna Base	✓	✓	✓	✓
MP3 Player with USB, Aux in and Radio + 4 Speakers	—	—	✓	✓
Steering Column Mounted Audio Control	—	—	✓	✓
Bluetooth® Phone Interface	—	—	✓	✓
- Full Phonebook Access	—	—	✓	✓
- Call Logs (Incoming, Outgoing, Missed)	—	—	✓	✓
- Call Swap, Call Hold, Call Mute, Privacy Mode	—	—	✓	✓
- SMS Notification	—	—	✓	✓
- Audio Streaming	—	—	✓	✓
INSTRUMENTATION				
Digital Odometer & Tripmeter	✓	✓	✓	✓
Distance to Empty	✓	✓	✓	✓
Door Ajar Warning	—	✓	✓	✓
Low Fuel Warning	✓	✓	✓	✓
Water in Fuel Indicator (Diesel Only)	✓	✓	✓	✓
Headlamp on Reminder (Chime)	✓	✓	✓	✓
Tachometer	—	—	✓	✓
SAFETY & SECURITY				
3 Point Seatbelts for Front & Rear Seats	✓	✓	✓	✓
Lap Strap for Rear Centre Passenger	✓	✓	✓	✓
Laminated Glazed Windscreen	✓	✓	✓	✓
Intelligent Central Locking	—	✓	✓	✓
Smart Programmable Keyless Entry	—	✓	✓	✓
Engine Immobilizer (PATS)	—	✓	✓	✓
Rear Wash / Wipe	—	—	—	✓
Rear Defogger with Auto Cut-off	—	—	✓	✓
Antilock Braking System (ABS with EBD)	—	—	—	✓
Dual Front Airbags	—	—	—	✓
Fog Lamps	—	—	—	✓



Kinetic  
Blue



Colorado  
Red



Chill  
Metallic

# EXTERIOR COLOURS



Panther  
Black



Moondust  
Silver



Diamond  
White



Sea Grey

**Ford Service** SMS  
**FIGO to 56263**  
for more information

## Savings on Service :

The Ford Fig o comes with a 2 year/1,00,000 kilometer warranty

- **Extended Warranty\***: To cover your car against all electrical & mechanical failures, for an additional period.
- **Total Maintenance Plan\***: Complete maintenance of your car for guaranteed peace-of-mind ownership
- **Ford Emergency Road Side Assistance Program\*\***: A 24x7 helpline to connect you to one of over 187 authorized Ford Service Centres across the country
- **Best-In-Class Service Intervals**: 1st service - 2500kms/3 months, 2nd service - 10,000kms/1 year whichever is earlier. Subsequent services at 10000 kms/1 year whichever is earlier

Terms & conditions apply. \*Additional costs apply. \*\*Available in Select Cities only. Accessories shown may not be part of standard equipment. Specifications and features are subject to change without notice. #Bluetooth connectivity may vary with model of phone. Colours are indicative only, and may vary due to printing constraints. Please confirm the colours and specification before booking with your nearest Authorised Ford Dealer. DGS&D and CSD rates are applicable on select variants. \*\*iPod is the registered trademark of Apple Computer, Inc. Printed for Ford India Private Limited - October 2012.





**Go Further**

Dealer Stamp