

Factors	Figgo Aspire	Dezire	Xcent
Heritage	1) 110+ years Legacy of FORD		
	2) 1st Moving Assembly		
	3) Presence across 6 Continents and we have two manufacturing plants in India.		
	4) We are the Innovators in Sunroof, Standard Dual Airbags etc		
Road Presence / Style	1) L- 3995mm	1) L-3995 mm	1) L - 3995 mm
	2) H - 1525 mm	2) H- 1515 mm	2) H- 1520 mm
	3)W- 1695 mm	3) W- 1735 mm	3) W - 1660 mm
	4) WB- 2491 mm	4) WB - 2450 mm	4) WB - 2425 mm
	5) GC- 174 mm	5) GC - 163 mm	5) GC - 165 mm
Power	1) 1499 cc (P - AT) , 1196 cc (P - MT) & 1498 cc (D - MT)	1) 1197 cc (P) & 1248 cc (D)	1) 1197 cc (P) & 1186 cc (D)
	2) 112 ps @ 6300 rpm (P- AT), 88ps @6300 rpm & 100 ps @3700 rpm (D- MT)	2)83 ps @ 6000 rpm & 75 ps @ 4000 rpm	2)83 ps @ 6000 rpm (P) & 75 ps @ 4000 rpm (D)
	3) 136 NM @ 4250 rpm (P-AT), 112nm @ 4000 rpm (P-MT) & 215 NM @ 1750-3000 rpm (D-MT)	3)113 NM @4200 rpm (P) & 190 NM @2000 rpm	3) 116 NM @4000 rpm (P) & 194 NM @ 1750 - 2250 rpm
	4) 17 km/l (P-AT), 18.16 km/l (P-MT) & 25.83 km/l (D-MT)	4) 22 km/l (P -MT & AT) & 28.40 (D- MT & AT)	4) 20.14 km/l (MT-P), 17.36 km/l (AT-P) & 25.40 km/l (MT-D)
Safety	1) Dual Airbags Standard up to 6 airbags	1) Dual Airbags Standard	1) Dual Airbags Standard
	2) ABS & EBD from Trend Onwards, in base variant its optional	2) ABS, EBD & BA Standard	2) ABS in top two variants
	3) Emergency Assist & Ford Mykey in Top end (tit +)	3) No	3)No
	4) No ISOFIX	4) ISOFIX Standard	4) No
	5) EBA, ESC, TCS, HLA (P- AT - Tit)	5) No	5) No
Comfort & Convenience	1) All Power windows except base variant	1) All power windows except base variant	1) All power windows except base variant
	2) Auto AC - top two variants (Tit & Tit +)	2) Auto AC in Top two variants	2) FATC in top end rest all Manual AC.
	3) No rear AC Vents	3) Rear AC vent from 2nd Variant	3) Rear AC vent from 2nd variant.
	4)Power Fold ORVMS in Top two variants (tit & Tit +)	4) Electrically retractable ORVMS in top two variants	4) Power fold ORVMS from 3rd Variant
	5)Steering Wheel Mounted Audio Controls except base variant	5)Steering mounted Audio Controls from 2nd variant	5)Steering mounted Audio Controls from 2nd variant
	6) Boot Lamp from Trend onwards	6) Luggage room lamp from 2nd variant	6) Luggage Lamp from 3rd variant
Technology	1)Sync App link with Voice Control in top End (tit+)	1) Smartplay Infotainment with navigation and voice control	1) Touch Screen, Smart Phone Navigation in top two variants
	2) Keyless Entry Standard	2) Push Start/Stop with Smart key	2) Smart Key in top End
	3) No	3) LED Projector Headlamps	3) No
Cost of Ownership	1) Warranty (2years / 1Lac KM)	1) Warranty (2years /40k KM)	1) Warranty - 3 years / unlimited KM
	2) Ford Service Price Promise	2) No	2) No
	3) Parts Price : "Ford easily beats the competition on spare parts price" - AUTOCAR India Spare Parts Price Survey, December 2016		
Resale Value	Very Good	Very Good	Good
Wheels & Tyres	175/65 R14 Steel (Ambiente & Trend), 175/65 R14 Alloy (Tit & Tit +)	165/80 R14 Steel in start 3 variants & 185 /65 R15 Alloy in Top end	165/65 R14 Steel & Alloy & 175/60 R15 Alloy in top end
Transmission	5 Speed Manual (D) & (P) , 6 Speed AT (P)	5 Speed Manual & AMT (P) & D)	5 Speed Manual (P) & (D) & 4 Speed AT (P)