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Ford EcoSport price in India could be placed low due to 80 per cent localization by Siddharth Bharadwaj

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Ford EcoSport price in India could be placed extremely competitively as the company is thinking to assemble around 80 per cent of the SUV in India. The SUV was recently launched in Brazil however, India launch still has some time. The American auto maker has a lot of expectations from the upcoming car as it eyes to gain volume in the SUV segment through this new compact SUV, Ford EcoSport. Ford Figo hatchback and Ford Fiesta Classic sedan are also assembled close to 80 per cent at the companyâ€™s manufacturing plant in India that helps in reducing the cost of the car to a large extent.

Ford Figo hatchback is atop selling model from Ford Indiaâ€™s stable the monthly sales figure of the hatchback is extremely impressive. Along with Ford Figo hatchback, Ford Fiesta Classic sedan also garners good sales number every month. The main reason behind the sales of these products is the competitive pricing which has been possible due to 80 per cent localization. Ford EcoSport is also expected to come with a very lucrative price tag which could turn to be the high selling point of the SUV.

This will be the second product from the American car maker Ford Motors out of the eight new products the company is planning to launch in India by the year 2015. The first car to be launched out of the eight new cars from Fordâ€™s clan was Ford Fiesta. Ford Fiesta was bestowed with better looks and advanced features that made the car simply irresistible. However, due to the high price tag of the sedan it could not open to a good start.

Therefore the company will not repeat the same mistake of pricing Fiesta with such a high price tag. The Managing Director of the company, Michael Boneham stated that the company is contemplating to price EcoSport aggressively targeting the mass segment. When Figo was launched, the company received an extremely good response for the hatchback; one of the reasons behind the success of the small car was the affordable price tag which made it a favourite among the Indian customers. Ford Ecosport India will apparently be launched in the year 2013 which is a bit late considering that its rivals have already started making their way into the Indian car market. Renault Duster SUV was recently launched and is getting a good response too from the customers giving some respite to Renault India. Another competitor of the SUV, Maruti XA Alpha could see a 2012 end launch. The compact SUV will have less than four meters of length and be benefited by the low excise duty levied on cars with less than four meters of length.

Ford EcoSport compact SUV will be launched in both petrol and diesel variants. The petrol version will come with a 1 litre 3 cylinder EcoBoost Turbo petrol engine that has won many awards for its frugal nature and high performance. The 1.0 litre EcoBoost turbo petrol engine is capable of producing a high power figure of 120 Bhp and a maximum torque of 200 Nm in EcoBoost mode. On the other hand the diesel variant will be powered with a 1.5 litre motor which is currently powering the new Ford Fiesta sedan. The diesel mill will engender a high power of 90 Bhp and a peak torque of 200 Nm. The petrol and diesel engines will be mated to a five speed manual gearbox along with a dual clutch automatic gearbox in the petrol variant which will be launched later.

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