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Ford Impresses At The Auto Expo

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Ford India's return to the Auto Expo after a 4-year absence was impressive. The company left no stone unturned to ensure a well laid out show with the EcoSport taking center stage. The 2012 Auto Expo was havoc and mayhem, with kids and their aunties all jumping across vehicles. Amidst all this, Ford was clever to design their exhibits in such a way that bystanders got the best possible view of the Ford vehicles on display. The Ford studio at the 2012 Auto Expo was designed by none other than J Mays who is the Group Vice President of Design and the Chief Creative Officer at Ford globally.

Present at the Ford stand was the Figo, new Fiesta and Endeavour. A interesting wall art of the new Fiesta and Figo caught the eyes of many showgoers. Safe driving games were also a part of the Ford stand as part of Ford's Driving Skills For Life programme. The Ford EcoSport was unveiled and Ford CEO, Alan Mulally was there to reiterate Ford's commitment to the Indian market. The unveil video and the note given by Ford executives can be seen and heard in the video below.

[youtube:http://www.youtube.com/watch?v=kzJHdAYBpgg 540 375]

Ford had also displayed the body shell of the Fiesta hatchback. The Fiesta is constructed of boron steel and uses ultra-high strength steel to maximize robustness. The Fiesta hatchback is one of the 8 products which Ford will be launching in India by 2015. 2 of these 8 products we are already aware of, one being the new Fiesta, while the other is the EcoSport compact SUV.

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