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Ford India Launches Scheduled Service Plan



Ford India has launched its newest service product for Ford customers, the Scheduled Service Plan [SSP], another industry-first service offering to lower the cost of ownership of Ford cars. Scheduled Service Plan is a brand new service pack for periodic and scheduled maintenance of vehicles, and covers scheduled services such as engine oil change, fuel filter, oil filter, air filter, spark plugs, etc. The pack includes labour charges of periodical maintenance service and replacements at a discounted price for a fixed duration. Scheduled Service Plan will be available in 15 cities across India, namely, Chennai, Chandigarh, Hyderabad & Secunderabad, Delhi & NCR, Mumbai, Ahmedabad, Ludhiana, Pune, Bangalore, Coimbatore, Jaipur, Cochin, Kolkata, Surat.

Scheduled Service Plan will be available at prices starting from Rs. 8,400 for 2year/40,000km on the Fiesta Petrol and Rs. 9,350 for Fiesta Diesel. A wide range of plans are available to customers according to their requirements. SSP can be availed by new customers at Ford dealerships in 15 cities across India.

The SSP is being offered as an Extended Service Business (ESB) product where the customer pays for the same upfront thereby saving money on regular maintenance. This product will be available to both fleet and retail customers. In addition, the plan is transferable, thereby increasing the resale proposition of the car. SSP does not cover wear & tear parts, accident repairs, mechanical & electrical failures and tyres.

Customers covered under the Scheduled Service Plan need to bring their vehicles for periodic maintenance service to the Ford dealer and the vehicle would be serviced at the dealerships by technicians trained and certified by Ford India. Greater advantage for a SSP covered customer will be that he can drive into any Ford dealership across the country and drive out without the hassles of billing transaction during each of their visit for periodical maintenance service.

Ford India now offers a comprehensive range of service products to cover the maintenance of cars, including Extended Warranty (EW); Total Maintenance Plan (TMP) and now Scheduled Service Plan that will cover possible mechanical & electrical failures; wear & tear of parts; and scheduled maintenance respectively.

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