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Ford Reveals 2012 Auto Expo Plans, To Showcase EcoSport



Ford has revealed its plans for the 2012 Auto Expo. The American automobile giant plans to make visitors experience at the Ford stand a memorable one by engaging the audience. Taking center stage will be the Ford EcoSport, which will make its global debut at the 1400 square meter Ford stand. The EcoSport is the second of the eight vehicles that Ford India has lined up for market entry by 2015. Based largely on the Fiesta platform, the EcoSport is expected to be priced between Rs. 7-9 lakhs and will rival the Renault Duster. The complete line-up from Ford India will be on display, including the Figo, Classic, new Fiesta and Endeavour.

There will be a large LED screen which will help the audience virtually take control of a vehicle. This will actively involve them to lean on turns to move in the direction of the road. Ford will be taking pictures, which they will add to their Facebook gallery and visitors can tag themselves. A Figo theater will enlighten customers about the Figo's features. A Quality Touch Table will help people to understand the quality of the materials used in Ford cars, while a Green Touch Table will demonstrate the green technologies used by the company. A Fiesta body shell will be on display too and a local magician will perform to communicate the safety of a Ford vehicle in an engaging manner.



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