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Ford Upgrades Fiesta ZXi



Ford India has upgraded the ZXi variants of its Fiesta at no additional cost to the customer. The ZXi is now available with ABS (with Electronic Brake Distribution) standard as well as front fog lamps and an MP3 player.

“It has always been our endeavour to provide our customers with exceptional value”, said Ford India’s Executive Director for Marketing, Sales and Service. “These enhancements are in line with our overall product strategy to provide best in class offerings”.

The upgraded petrol ZXi has been priced at Rs 6.34 lakhs while the diesel variant is available for Rs 7.32 lakhs (prices are ex-showroom Delhi). The new upgrade brings the number of Fiesta variants with ABS standard up to five. Ford had earlier offered the feature standard on its SXi variants as well as its 1.6 S variant.

Source - ACI

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