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# 2010 Ford Figo Pictures



Ford India is becoming very ambitious as it looks to capture a major chunk of the small car market with the Figo. The car which according to some looks like a shrunked Fusion will be launched next year and will be powered by the 1.4L TDCi engine which does duty in the Ikon and Fiesta. The petrol engine will be a 1.2L unit which will benefit from excise concessions. Ford has no plans to launch an automatic variant of the Figo (due to obvious reasons). [Ford Figo](#) has heavy localisation of 85% to keep the price very competitive.



Ford is known for expensive cost of ownership but with the Figo, Ford intends to get rid of that tag. The Figo will be very reasonable to own and maintain. There will be no Figo sedan in the near future and the Figo will not have

any LPG or CNG variant either. With all this we can expect the Figo to be the real volume car for Ford in India.











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