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# Ford Announces Figo Mumbai Price



Ford India today announced the prices of the Figo for Mumbai. The car undercuts its main rival, the Swift by Rs. 20,000/-With much of the market's growth in the sub-B segment, Ford deliberately set out to offer a car that was more substantial and generous than other segment offerings. Figo is a game changer for Ford in India and changing customer perceptions about Ford will be one of the major objectives with Figo. Also present at the [Ford Figo](#) launch were Gul Panag and Gaurav Kapoor.



**2010 Ford Figo Prices (ex-showroom, Mumbai) :-**

- \* 1.2L Duratec LXi – Rs. 3,66,886/-
- \* 1.2L Duratec EXi – Rs. 4,00,439/-

- \* 1.2L Duratec ZXi – Rs. 4,19,313/-
- \* 1.2L Duratec Titanium – Rs. 4,64,401/-
- \* 1.4L TDCi LXi – Rs. 4,69,643/-
- \* 1.4L TDCi EXi – Rs. 4,95,857/-
- \* 1.4L TDCi ZXi – Rs. 5,21,022/-
- \* 1.4L TDCi Titanium – Rs 5,55,624/-



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