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# **Ford Figo Bharat Yatra Completes Successfully**



Ford Figo Bharat Yatra drive successfully completed in Jalandhar, Kochi and Bhubaneshwar yesterday. The pan-India drive covered 1000 towns across 20 states across India in a just 100 days. The Yatra saw prospective customers take over 17,000 test drives. The Ford Figo Bharat Yatra was kicked off in July 2011 to celebrate the success of the Figo. The Ford Figo Bharat Yatra road show helped consumers get a firsthand experience of the car's features.

"Impressive number of enquiries, on-spot bookings and thousands of test drives conducted during this Yatra clearly suggest that Figo's value proposition of being a value-for-money vehicle continues to find resonance in the market. We are trying to get closer to our customers and ensure a better service experience by rapidly growing our sales and service network" Sriram Padmanabhan – General Manager (Marketing), Ford India, said.



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