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Ford To Discontinue Fusion



Ford India plans to discontinue the Fusion. The Fusion really never took off and has had poor sales. When it was launched in 2004, expensive hatch backs really didn't sell. Ford did resort to many price cuts to push the car, even trimming it under 4 meters in order to get excise benefits. But all that in vain because it really didn't as much as Ford thought it would.

"We will eventually phase it out due to poor sales," Michael Boneham, president and MD of Ford India said.

We thought the lack of diesel engine was the reason for the Fusion not to sell, but then Ford introduced the fantastic Fiesta Duratorq engine. The diesel engine really didn't fire the sales. One of the reasons for the Fusion to be a slow moving car out of Ford's stockyard was the high pricing and bland styling.

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