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Ford EcoSport launching on July 14th by Siddharth Bharadwaj

Article published on July 13th 2012 | Auto

Ford EcoSport launch has been finalized for July 14th, 2012. This day would be marked in the history of Brazil with golden words as this has been finalized as the D day for EcoSportâ€™s launch in Brazil. Ford EcoSport SUV is a highly awaited vehicle in not only Indian car market but also in various other global markets. Brazil is the first auto market to get EcoSport SUV; galore speculations have been floating in the Indian car market regarding Ford EcoSport SUV. Ford EcoSport which will go on sale in Brazil will be launched in the petrol guise only. The SUV will be housed with a 1.6 litre naturally aspirated petrol motor being offered in the base model of the SUV. The petrol motor will be mated to a five speed manual transmission. The SUV willbe able to run on petrol along with petrol-ethanol flex fuel according to the protocol of the Brazilian government.

More mighty engines are anticipated to power the EcoSport line-up and a dual clutch automatic transmission is likely to be added in the EcoSport range. However, details about these engines have still been kept under the wraps. The much talked about 1.0 litre Ecoboost turbo petrol engine which has been developed recently and specifically for the SUV could also be launched in Brazilian auto market. The extremely fuel economic 1.0 litre three cylinder turbo, petrol Ecoboost machine engenders a maximum power of 120 Bhp and a high 170 Nm torque figure that can even go up to 200 Nm when switched to overboost mode. The technically advanced engine will foray in the Indian car market when Ecosport is launched in India in the beginning of the year 2013.

The Indian avatar of the Ecosport engine is likely to measure less than 4 meters in length. This would make the SUV eligible for the low excise duty levied on the cars under four meter of length. This is going to be a great opportunity for Ford Motors India to price Ecosport competitively for the Indian car bazaar. Therefore expect Ford EcoSport price in India to be tagged lucratively.Ford Ecosport SUV is conceived on the global B-Car platform on which Ford makes its global cars. Indian car market will also get a diesel motor, which is quite obvious looking at the surging demand for the diesel cars in India. Most likely, this diesel engine will be the 1.5 litre TDCI turbo diesel engine that is presently powering the Ford Fieta saloon. This responsive and fuel economic engine will be able to generate a maximum power of 90 Bhp and a peak power of 200 Nm.

The Brazil bound Ford EcoSport SUV will however be offered in three trim levels which are, Ford EcoSport Freestyle, Ford EcoSport SE and Ford EcoSport Titanium. Ford EcoSport price is likely to begin at Brazilian Real 53,490 which is equal to Rs 14.56 lakhs in Indian currency. This high price tag is due to the high tax structure levied on cars sold Brazilian car market. EcoSport price for the Indian market could be placed at half the price it is expected to be offered in Brazil. Ford EcoSportâ€™s success in India depends majorly on the pricing the company decides for the SUV.

Pricing has been a problem with Ford Fiesta sedan too which has a smashing appearance and is equipped with class leading features however it is still struggling to make a place for itself in the sedan segment of the domestic market. However, the car maker has been fortunate enough in the case of Ford Figo hatchback which is a big hit in India. Ford Motors however, is thinking to come up with a facelift version of the hatchback also. Expect Ford Figo hatchback upgraded version to be launched in India by the year 2014. For now EcoSport is the focal point of Ford in India currently, the SUV is likely to get a lot of competition before its launch. It already has got a huge competition in the form of Renault Duster SUV which was launched in the beginning of July month in India.

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Article Keywords:
Ford Ecosport, Ford Ecosport Price, Ford Ecosport India, Ecosport Price, New Ford Ecosport

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