

Kinsey Report honours Ford's Figo and EcoSport

The Ford Figo 1.4 litre Ambiente and the Ford EcoSport 1.0 litre EcoBoost Trend derivatives have been announced winners in their respective categories of the annual Kinsey Report.



The Kinsey Report evaluates parts baskets for new models, with winners being vehicles that have the lowest replacement costs for their baskets. These include regular consumables and service items such as spark plugs; air, oil, and pollen filters; wiper blades; as well as brake pads and shoes. Pricing of long-term maintenance items is also considered, including brake discs or drums; cam belts or timing chains; shock absorbers; and clutch assemblies.

Regarded as an essential resource for fleet owners, the report also covers replacement costs for exterior body items that could be damaged in light accidents. Here the parts bin consists of items such as the bonnet, bumpers, doors, glass, wheels, headlights, and tail lights.

For the Figo, its parts bin totalled R43,199.80, which comprises 31.79% of its retail purchase price. The EcoSport won its category with a parts bin of R58,414.02, representing 25.41% of the chosen model's retail price.

"We want consumers to not only have high-quality vehicles that last longer, but that those vehicles are also affordable to maintain," said Mark Kaufman, vice president of Marketing, Sales and Service at Ford. "This is especially important for the Figo and EcoSport, which are volume-selling entry-level models in their class that offer buyers excellent value in their categories."