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Form 4 March 11, 2										
								OMB A	PPROVAL	
	FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							N OMB Number:	3235-0287	
Check t if no lor subject Section Form 4	to STATE 16.	MENT OF	CHAN	IGES IN BENEFICIAL OWNERSHIP OF SECURITIES				Expires: Estimated burden hou response.	urs per	
Form 5 obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17	(a) of the P	ublic U	tility Hol	ding Cor		nge Act of 1934, of 1935 or Secti 940			
(Print or Type	Responses)									
1. Name and King Ower	2. Issuer Name and Ticker or Trading Symbol FORWARD INDUSTRIES INC [FORD]				5. Relationship of Reporting Person(s) to Issuer					
					(Check all applicable)					
(Last) (First) (Middle) 1801 GREEN ROAD, SUITE E			3. Date of Earliest Transaction (Month/Day/Year) 03/09/2011				_X_ Director 10% Owner Officer (give title Other (specify below) below)			
			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
POMPAN	O BEACH, FL 33	3064					Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution l any	Execution Date, if		4. Securit nAcquired Disposed (Instr. 3, 4	(A) or of (D) 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	(A)or(D) Price	Transaction(s) (Instr. 3 and 4)			
Reminder: Re	port on a separate lin	e for each cla	uss of sec	urities benet	ficially ow	ned directly of	or indirectly.			
					Perso	ons who res	pond to the colle ained in this form		SEC 1474 (9-02)	

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amou
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Secur
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/	Year) (Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title		
FORWARD INDUSTRIES COMMON STOCK OPTION	\$ 3.73 <u>(1)</u> ()3/09/2011		А	10,000	03/08/2012	03/08/2021	FORWARD INDUSTRIES COMMON STOCK		
Reporting Owners										
Reporting Owner Name / Address Director			Relationship 10% Owner	os Officer Other						
King Owen 1801 GREEN R SUITE E POMPANO BE		X 4								
Signature	es									
JAMES MCKENNA BY POWER OF ATTORNEY				03/11/2011						
<u>**</u> Signature of Reporting Person				Date						
Explanation of Responses:										

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) STRIKE PRICE IS EQUAL TO THE CLOSING STOCK PRICE ON THE GRANT DATE.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.