



Eicher launches the future of Indian trucking with the Pro series

February 5, 2014: Eicher launched the future of Indian trucking with the introduction of its “Pro series” at the 12th Auto Expo today. The new trucks will meet the needs of the emerging mid-premium market segment, which demands vehicles of higher power and durability, greater comfort and value-added enhanced features at economical cost. In addition it will continue to address the mass-market segment, which demands trucks with value features at low cost of ownership.

Speaking at the launch, Siddhartha Lal, MD and CEO Eicher Motors Limited, said “We have taken a giant step forward today with the launch of the Eicher Pro range. The next generation of Eicher trucks and buses aims to continuously improve transportation efficiency in India and the developing markets via relevant modernization, thereby reducing logistics costs for goods and people leading to economic growth and productivity.”

The Pro range, representing the future of Indian trucking, has been developed and manufactured as a result of the synergistic working between the Volvo Group and Eicher Motors Limited. With the launch today, the Eicher brand enters a new phase of growth and consolidation in the commercial vehicle market.

Speaking at the launch, Philippe Divry, Senior Vice President, Trucks Joint Venture India, said “The Volvo Group has global expertise in understanding the needs of truck customers and we have been working with the VECV teams for more than five years now to develop new solutions for India. In the Indian CV industry, fuel-efficiency is a major cost driver, and in this area, the Volvo Group’s technology and Eicher’s competence in frugal engineering have been very complementary. The new Pro series of trucks and buses will retain and even increase the well-known Eicher leadership in this domain.”

The mammoth product development initiative for the entire Pro series range from 5-49 tonne gross vehicle weight involved an investment of 3 million hours of engineering effort, 7.7 million kms of testing and 50,000 hours of engine development. The new range will deliver higher profitability over vehicle’s life cycle, leading to real productivity improvements through best-in-class fuel efficiency, good driver comfort, better drivability and higher up-time.

Vinod Aggarwal, CEO, VE Commercial Vehicles Limited, added “We will strive to produce the most technologically advanced, fuel efficient and safe products for our chosen markets, and provide superior up-time and best-in-class after-sales support to our customers. The Pro range ensures a level of quality and innovation that will continue to

set standards in the commercial transportation industry in India and the developing world.”

The Eicher Pro series range has undergone very stringent and gruelling test protocols to ensure superior up-time. Extensive testing has been done not only in the labs and on the Volvo Group’s torture track, but also with some of our customers in real world conditions. The Eicher Pro series trucks launched today will meet the exacting needs of most market segments across haulage, distribution, construction, industrial loads, courier and perishables.

About VE Commercial Vehicles Limited (VECV): VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher’s components and engineering design services businesses, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV’s vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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Media contact: Ashim Gupta, agupta7@vecv.in, 9958715553