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TRUCKS AND BUSES

Eicher launches New generation of light and medium duty trucks in Kerala

July 23, 2014: Post unveiling of “The future of Indian Trucking” -the full new range of Eicher Pro series of Trucks and Buses, VECV launched the Eicher Pro1000 and Eicher Pro 3000 series of light and medium duty trucks in Kochi, Kerala 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. 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.

Eicher Pro 1000 Series is a new and enhanced range of light and medium duty trucks in the 5-14T segment, specially designed for the value segment with best in class rated payload. They have a trusted and proven E-483 engine with low maintenance and best in class fuel efficiency. The 2 m wide aerodynamic cabin with new modern styling and value added features delivers better driving comfort and convenience to its users.

Eicher Pro 3000 Series is a completely new generation range of medium duty trucks (10-15T) that is set to change the trucking experience altogether. It is specially designed for emerging premium segment that requires high power and torque combination as well as a greater degree of refinement and sophistication. It has a 4 Cylinder 4 Valve E-494 CRS technology engine with Volvo group Engine Management system (EMS) 3.0, which has high processing capability, optimum balance between load demands, fuel efficiency and emissions control with added advantage of quick and guided diagnostics-all leading to high performance, higher uptime and lower maintenance. The Eicher Pro 3000 vehicles come with 2.1 m wide new generation cab with a sleeper option and also a rest kit in day cabin. Meeting ECR 27 safety test norms, it has a host of features for driver comfort including 6 way adjustable seat and a first time introduction of cruise control.

The Eicher 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. With the launch today, the Eicher brand enters a new phase of growth and consolidation in the commercial vehicle market. The Volvo Group has global expertise in understanding the needs of truck customers and has 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

Eicher has a dominant presence in the state which it going to build further with the launch of Kerala specific Eicher Pro series light and medium duty trucks. Eicher is the market leader in laterite and tipper segment with its high selling 10.80 XP tipper model. This model along with Eicher 10.95XP commands leadership position in the 8-9T segment in Kerala.



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This offer is going to be further strengthened with the launch of Eicher Pro 1080 XPT tipper chassis today. This model with increased GVW(8750kg) and higher power(110 HP) will further enhance the performance with higher load carrying capability, higher uptime and reliability besides retaining the core Eicher strength of best in class fuel efficiency. The vehicle has refreshed aerodynamic cabin with enhanced driver comfort and safety. Eicher will further strengthen its position in the 9T segment with soon to be introduced Eicher Pro 1095XP DSD for laterite transportation. Also to be introduced soon is Eicher Pro 1095XP in 21 feet to cater to PVC pipes and water tank segment in Kerala. Another model Eicher Pro 11.10 XP - (13t GVW) which was also launched today offers best in class fuel efficiency, faster turnaround with strong aggregates that ensure higher reliability and uptime.

Eicher has a strong dealer network presence across Kerala with 4 (3-S) dealers and 21 workshops to service customer requirements. Eicher has a strong presence in Cochin market which covers 4 districts of Ernakulam, Trishur, Palghat and Alleppy. This geography is well covered with 9 workshops. Kerala contributes close to 7% of Eicher All India Sales Volumes with a Market Share of almost 17% in CV space.

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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