



Eicher Trucks and Buses has 240 touch points nationally

Inaugurates New Authorised Service Centre of their Kolkata dealership

Jan 19, 2012, Kolkata: Eicher Trucks and Buses - inaugurated the new Authorised Service Centre of their Kolkata Dealer, M/s Future Automobile Agency Private Limited at Chamrail, NH -6 Dist.-Howrah today. With the opening of this new setup, M/s Future Automobile Agency Private Limited has now 3 touch points in the cities of Kolkata, Chamrail & Alampur. The total number of touch points for Eicher branded trucks and buses in W.B. now stands at 10. Nationally Eicher Trucks and Buses have 240 touch points with 18 located in East India.

The new setup is a 2S facility (Service & Spares) comprising of 9 bays & spanning over 36,000 sq. Feet. The facility has state of the art fully equipped set up, with contemporary tools and equipment The professionally trained team of M/s Future Automobile Agency Pvt.Ltd. has also undergone training at the Eicher Training School in Pithampur, Indore.

While addressing the gathering during the Inauguration, **Mr. Vinod Aggarwal, CEO, VE Commercial Vehicles Limited** said **"We are happy to partner with M/s Future Automobile Agency Private Limited in this initiative. Opening of a new touch point will further strengthen Eicher's resolve and commitment to provide sales and after sales support to the rapidly growing customer base in W.B. and specifically Kolkata command area"**. The new 2S facility with its state of the art equipment and best in class operating standards will help us enhance customer experience and ensure that our customers are able to get their products serviced faster and with much ease, he added.

The dealership inauguration was attended by large no. of customers, financiers and other invitees. M/s Future Automobile Agency Private Limited. is one of the highest selling dealer for Eicher Trucks and buses in the Eastern region. Large no. of customers were handed over the Eicher Trucks and Buses keys during the inauguration by Mr. Agarwal.

Eicher is making steady progress in the Heavy Duty trucks segment of 16T-40T with "VE" series of Fuel Efficient heavy duty trucks and has more than 12,000 VE series trucks on the roads today. Market share of Eicher's heavy duty trucks' in West Bengal is increasing and with this new state of the art facility, it will further keep the momentum going.

The Eicher range of commercial vehicles are known in the market for their low overall cost of ownership and the reason for this can be found in the 'Eicher advantage'. At the core of the 'Eicher advantage' is the vehicle's highly rated fuel-efficiency. In addition to that, all Eicher CV's are also known for their right cargo body sizes, good ability to take the gradients as well as for low maintenance and longer life.

These are well supported by an ever increasing network of dealers. Service coverage is being enhanced by the following measures:

- . Wide network of over 200 dealerships across the country
- . Higher availability of Parts
- . Mobile service vans available at all dealerships
- . 24x7 helpline with an all-India helpline number

Also speaking on the occasion Mr. K. K. Daga, MD of M/s Future Automobile Agency Pvt.Ltd. said "We feel honoured to partner EICHER TRUCKS AND BUSES and with our experience and deep understanding of the W.B. market, we will provide our customers best in class service. This expansion of M/s Future Automobile Agency Pvt.Ltd.is a step in that direction"

About Eicher Trucks and Buses:

Eicher Trucks and Buses is a business area of VE Commercial Vehicles Limited. Its product line-up includes trucks in the range of 5-40 T GVW and 21-69 seater buses, apart from 85 special application vehicles like troop carriers, ambulances and garbage disposal trucks. On the export front, Eicher Trucks and Buses is present in as many as 26 countries.

www.eicher.in

About VE Commercial Vehicles Ltd (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 trucks and buses, Eicher's components and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV aims to become a full-range commercial vehicle company whose products will drive modernization in commercial transportation in India and other emerging world markets.

www.vecv.in

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