



Eicher Trucks and Buses Inaugurates state of the art dealership at Rajkot

Aug 12, 2011, Rajkot: Eicher Trucks and Buses (ETB) - a business area of VE Commercial Vehicles Limited (VECV), inaugurated its new dealership, M/s Apco Autosales Pvt Ltd. at Rajkot situated in Saurashtra area of Gujarat . With the opening of this new dealership, ETB now has 41 dealerships in Western India and 210 dealerships Pan India.

The new dealership which is a 3S facility (Sales, Service & Spares) spanning over 36,000 sq. Feet, has state of the art fully equipped set up, with contemporary tools and equipment. It is located at Rajkot – Ahmedabad highway 8B, Maliyasan, Rajkot. The professionally trained team of Apco Autosales has also undergone training at the Eicher Training School in Pithampur, Indore. Apco Autosales Pvt Ltd. is part of DGC Group (Dholakiya Group of Companies). It is a prominent business group of Gujarat, primarily dealing in automobile business and is also the dealer of EICHER TRUCKS AND BUSES at Ahmedabad & Himmatnagar

While addressing the gathering, **Mr. Vinod Aggarwal, CEO, VE Commercial Vehicles Limited** said “We are happy to partner with Apco Autosales Pvt Limited. Opening of the new dealership will further strengthen Eicher’s resolve and commitment to provide sales and after sales support to the rapidly growing customer base in Western India”.

“The new 3S 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”, added Mr. Somnath Bhattacharjee, EVP-Sales, Marketing and Aftermarket, VECV.

The dealership inauguration was attended by large no. of customers from all over Gujarat, financiers and other invitees. Large no. of customers were handed over keys of Eicher Trucks and Buses during the inauguration by Mr. Vinod Aggarwal.

Eicher trucks and Buses is making strong inroads into Heavy Duty trucks segment of 16T-40T with “VE” series of Fuel Efficient heavy duty trucks. Launched during Auto Expo in 2010, the VE series Eicher HD trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. Market share of Eicher’s heavy duty trucks’ in Gujarat 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 dealers 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. Mehul Dholakiya of Apco Autosales said “We feel honoured to partner EICHER TRUCKS AND BUSES and with our experience and deep understanding of Gujarat market, we would do our best to provide our customers best in class service.”