



Eicher Trucks and Buses opens dealership in Rajkot



Mr. Vinod Aggarwal, CEO, VE Commercial Vehicles Ltd., lighting the lamp to inaugurate the company's Rajkot dealership

Eicher Trucks and Buses (ETB), a business unit of VE Commercial Vehicles Ltd. (VECV) has opened its new dealership, Apco Autosales Pvt. Ltd. at Rajkot, situated in the Saurashtra area of Gujarat. With the opening of this new dealership, ETB now has 41 dealerships in western India and 210 dealerships all over India.

The new dealership which is a 3S facility spanning over 36,000 sq. feet has state-of-the-art fully equipped set-up, with contemporary tools and equipment. The professionally trained team of Apco Autosales has also undergone training at the Eicher Training School in Pithampur.

Addressing the gathering, Mr. Vinod Aggarwal, CEO, VE Commercial Vehicles Ltd., said: "We are happy to partner with Apco Autosales Pvt. Ltd. Opening of the new dealership will further strengthen the Eicher resolve and commitment to provide sales and aftersales 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 Bhattach-

arjee, EVP-Sales, Marketing and Aftermarket, VECV.

The dealership inauguration was attended by a large number of customers from all over Gujarat, financiers and other invitees. A number of customers were handed over keys of Eicher trucks and buses by Mr. Vinod Aggarwal.

Eicher Trucks and Buses is making strong inroads into the heavy duty trucks segment of 16T-40T. 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.

The Eicher range of commercial vehicles are known 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, all Eicher vehicles are also known for their right cargo body sizes, ability to take the gradients as well as for low maintenance and longer life. They are well supported by an ever-increasing network of dealers. Service coverage is being enhanced with a wide network of over 200 dealers across the country, higher availability of parts, mobile service vans available at all dealerships, and 24x7 helpline with an all-India helpline number. ♦

Eicher sales up 34% in July

Eicher Trucks and Buses has recorded sales of 4,152 units in July, which is 34 per cent higher than in July 2010. The company has recorded a growth of 38 per cent in the domestic CV market (5T & above). In the 5-12t light & medium duty truck segment it has recorded 20.4 per cent growth, while in buses it has registered a robust 67.6 per cent growth in numbers over July 2010. The 'VE Series' of fuel-efficient heavy-duty Eicher trucks have recorded a growth of 105 per cent in the domestic market.

The company exported 217 units, which is marginally lower than 247 units in July 2010. However, the export order book remains strong. ♦