



## **Eicher Consolidates in Rajasthan**

**Sept 27th, 2012, Jaipur:** VE Commercial Vehicles Limited ( JV between Volvo Group and Eicher Motors) consolidated its position in the state of Rajasthan through the opening of a new Eicher 3S facility in Jaipur and also by showcasing its VE Series Heavy duty Eicher truck. A new set up of its 3 S (sales, service & spares) dealership at M/s Tambi Motors was inaugurated by **Mr. A K Birla, Executive Vice President** – Sales and Marketing, VE Commercial Vehicles Limited in Jaipur today. This new state of the art facility is equipped with contemporary tools and equipment. It is located at Vishwkarma Industrial area, Jaipur. The professionally trained team of Tambi Motors has also undergone training at the Eicher Training School in Pithampur, Indore.

While addressing the gathering during the Inauguration Mr. Birla said “Opening of this enhanced set up will further strengthen Eicher’s resolve and commitment to provide sales and after sales support to the rapidly growing customer base in this pink city”. “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. We intend to expand our footprint in Rajasthan in the near future” added Mr. Birla.

Eicher also showcased its VE Series HD truck Eicher 40.40 articulated tractor which is built to deliver more. This is powered with 180HP Cummins engine and is suited for all the applications in the Tractor Trailer segment. Conforming to the well-established benchmarks of EICHER fuel efficiency, this product has reliable and heavy aggregates which make it winner across all the segments including cement, steel, container, market load and others. One of the USP’s of this product has been its ergonomically designed semi suspended cabin which allows the drivers to drive for longer hours and cover more miles without much of fatigue. This helps in delivering to the transporter more mileage and simultaneously more no. of trips. The VE Series HD trucks have been introduced in the market recently and are gaining good customer acceptance. All Eicher trucks in the Heavy duty VE Series carry the inherent advantages accrued from the dual- parentage of Volvo and Eicher. Volvo's technology prowess, quality systems and advanced production processes are intrinsic to the design and manufacturing of these products and so is the fuel-efficiency edge that Eicher continues to champion. Moreover, with access to global expertise in testing and validation, it is ensured that all products of the VE series are engineered for superior performance, reliability and uncompromising durability

Eicher today has transformed itself into a complete CV manufacturer with a wide product range from 5t to 40t GVW trucks and 15 to 65 seater buses. It is making strong inroads into Heavy Duty trucks segment of 16T-40T with “VE” series of Fuel Efficient heavy duty trucks.

With more than 16000 VE series, the trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. The first Eicher branded truck rolled out from its state of the art manufacturing plant in 1986 and over the past 26 years, the products have got endorsement from happy customers of over 300,000 vehicles.

Eicher promise initiative has also been launched to ensure enhanced service coverage for its VE series of heavy duty trucks and buses which help in maximizing uptime and thereby better the operating economics for the operator. Besides Eicher promise, the other initiatives by Eicher to help increase the vehicle utilization leading to higher profitability include the Eicher freedom, mobile service camps, container workshops, Eicher on road service, cashless insurance in association with insurance companies and driver training programmes

These are well supported by an ever increasing network of dealers. Service coverage is being enhanced through wide network of over 200 dealers, higher availability of parts, mobile service vans at all dealerships and 24 X7 helpline with an all India help line number.

#### **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, VE Powertrain, 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](http://www.vecv.in)

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