



Eicher consolidates in Pune

Showcases new products and opens a new dealership in the city

Aug 9, 2012 Pune : Eicher showcased new products for the Pune market today. The new products included the popular skyline bus Eicher 20.15, the first ever 14T truck in India- Eicher 11.14 and the toughest tipper in its segment the Terra 25. 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. 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. Introduction of new products in the city of Pune further consolidates Eicher's position as one of the top players in the Indian CV market. Pune has been a key market for Eicher which has shown consistent growth in volume and market share. The Market Share in 15-40 Seater Buses is 35%, while the LMD trucks are gaining popularity on the basis of strong performance in the 12-13T Segments by the flagship brand Eicher 11.10. The current Market Share at Pune for LMD trucks is 20%. 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.

New products:

- The skyline buses are available in the 12 T and 15T platforms . Already established itself as a contemporary design vehicle in 16 to 40 Seater categories, this new product is intended to redefine the way Medium and Heavy Duty Buses are perceived with their unmatched features and benefits of style, comfort & fuel efficiency. The Product offers a “Big bus advantage at a lower Cost of ownership” to its buyers. It is a product concept that is likely to effect a significant shift in deployment trend of bigger buses especially in Intra-City and Short/Mid Haul Tourist Bus Operations. The Eicher Skyline Range now extends from 32 Seats to 65 Seats Capacity. The Skyline Buses with Seating Capacity of 58+1 and 65+ 1 come on the Eicher 20.15 (5340 and 5840 mm Wheelbases) Chassis Platforms and are powered by a 108 KW BSIII Compliant Diesel Engine. These buses with their contemporary styling and optimised Passenger Comfort are poised to shift preference from customised

bus fabrication to 'Fully Built Ready to Use' Heavy Buses in the country. Year 2012 has seen a steady growth for the Bus Industry in Pune and Eicher apart from consolidating its position as a market leader in School & Staff Bus Segments, has also started to get inroads in the Package Bus & Route Permit Market.

- Eicher 11.14 a highly fuel efficient 14.5T GVW truck. The new product will redefine and change the image of the 9- 9.5 ton payload segment with its unmatched features and benefits. This 14.5T Gross Vehicle Weight (GVW) truck will carry forward the legacy of Eicher branded Light & Medium Duty Trucks. It will provide enhanced benefit to the 9-9.5 ton payload customers with its modern look, style and a host of value features. The highly fuel efficient Eicher 11.14 with its value delivery at relatively lower cost is all set to bring about a profitable change in the way the 9-9.5 Ton payload capacity trucks operate in India” Eicher 11.14 is the result of extensive research done by the company and is likely to be a “Game Changer” with its unique positioning and features. It will bridge the gap between the 12/13 T & 16 T segments
- The “Eicher Terra 25 – The Toughest Tipper” in its segment offers enhanced value to its customers in areas which are critical to a tipper operating economics. These are through Better uptime, better pulling power, stronger aggregates and the ability to run more number of trips. The tipper is ideally suited for usage segments like road work, construction, crushers, stone, sand etc. Eicher Terra-25 is the result of extensive research done by the company in the market understanding of the usage pattern and various duty cycle of its operation. Based on Key performance needs of customers, the power drive line has been optimized to give best performance among others in the same category

New Dealership in Pune:

Eicher has a wide service network across Pune and the state of Maharashtra with service centres at all key locations. The new products on display will be available at the new dealership being opened by Talwar Auto in Pune. Talwar Auto group has been associated with the Eicher brand from the very beginning and in the past 26 years it has helped strengthen Eicher’s position in key markets. Talwar Auto has been receiving the Highest Selling Dealer Awards from Eicher consistently for the last 18 years. They have also been declared as “All India Best Commercial Vehicle Dealer” across all brands by FADA at the Automobile Dealers Excellence Award by CNBC-18.

Talwar Auto will set up [three](#) outlets in Pune located at Tatawade, Akurdi and Chakan of which Tatawade and Akurdi would be Sales and Service Outlets and Chakan would be an exclusive Workshop. With Talwar Auto coming in Pune, Eicher’s total touch points in Pune would go up to eight. Today the Akurdi Sales facility of Talwar Auto [was inaugurated by Mr. G Sekar](#), Senior Vice President – Sales and Marketing. Akurdi facility would also have a modern workshop dedicated to customers for after sales support.

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

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 branded 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.

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