



## **Eicher Trucks and Buses Inaugurates a new dealership at Indore Nationally Eicher trucks and buses has 240 touch points**

**Feb 13, 2012, Indore:** Eicher Trucks and Buses - inaugurated the new dealership of their Indore Dealer, M/s Patel Motors Private Limited. With the opening of this new setup, M/s Patel Motors (Indore) Pvt Ltd., now have two 3S ( Sales, Service and Spares) dealerships in Madhya Pradesh. The total number of touch points for Eicher branded trucks and buses in MP now stands at 10. Nationally Eicher Trucks and Buses have 240 touch points.

The new setup is a 3S facility (Sales, Service & Spares) comprising of 10 bays & spanning over 44,000 sq. Feet. The facility has state of the art fully equipped set up, with contemporary tools and equipment. It is located at Bicholi Mardana, AB Road By Pass Indore (M.P.) The professionally trained team of M/s Patel Motors (Indore) Pvt. Limited 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 Patel Motors (Indore) Pvt. Ltd. in this initiative. 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 M.P. and specifically Indore command area. 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”.

The dealership inauguration was attended by large no. of customers, financiers and other invitees. M/s Patel Motors (Indore) Pvt.Ltd. is the highest selling dealer for Eicher Trucks and buses in M.P. The dealership has been receiving the performance award for the last many years and is setting benchmarks in customer service. 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 Madhya Pradesh 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. Vallabh Bhai Patel, CM of M/s Patel Motors (Indore) Pvt.Ltd. said "We feel honored to partner EICHER TRUCKS AND BUSES and with our experience and deep understanding of MP market, we would do our best to provide our customers best in class service. This expansion of M/s Patel Motors (Indore) Pvt.Ltd.is a step in that direction"

**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](http://www.vecv.in)

**Media contact: Ashim Gupta: [agupta7@vecv.in](mailto:agupta7@vecv.in)**

**Disclaimer:**

All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although VE Commercial Vehicles believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and VE Commercial Vehicles undertakes no obligation to Update or revise any forward- looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.