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TRUCKS AND BUSES

VECV inaugurates new Eicher branded dealership in Bihar

July 8, 2014: VE Commercial Vehicles Limited (JV between Volvo Group and Eicher Motors Limited) inaugurated a new Eicher dealership - "Ram Lakshan SS Auto Pvt. Ltd" in Muzaffarpur, Bihar. The new 3S (Sales, service and spares) facility with a covered area of 60,000 sq. feet is located on the East West Corridor at Motipur on N.H-28, connecting Delhi to Guwahati and Kolkata.

Speaking at the inauguration, Mr. Shyam Maller, Senior Vice President, VECV said "We are continuously enhancing the standards of our dealerships to provide best-in-class service and uniform customer experience". "We want to get closer to our customers to ensure that they get their vehicles serviced much easier and faster and are adopting advanced go to market processes to enhance the customer satisfaction levels".

The facility at Ram Lakshan SS Auto Pvt. Ltd has 6 bays with additional facilities like overnight driver and technicians' rest room, service parking and specialized reserved vehicle display areas. Eicher's Pro series of trucks and buses will also be available at the dealership. With a completely new Pegasus-based front styling across the product family, the new range of vehicles are a quantum leap in each and every aspect, from exterior design to engine technology to cabin features. The vital combination of the Volvo Group's world class technology and the frugal cost expertise and management of Eicher has created a range that will set new standards amongst customers with high demands on profitability, flexibility and driver effectiveness. The new range of promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability

The Volvo Group and Eicher Motors came together six years ago with a vision to modernize the Indian commercial vehicle industry. In line with the vision, significant improvements too have been made in the "After Sales" infrastructure to service the growing population of Eicher vehicles. With successful commissioning of VE parts distribution centre, parts availability has improved across the board for the Eicher brand. Apart from 270+ sales and service touch points and more than 1600+ service bays, an innovative site support model has also been set up through deployment of container set ups for off highway customers. These container set ups are deployed at more than 20 remote locations across the country. Various initiatives are in place to improve spare parts availability which include setting up of genuine parts shoppe and providing prompt product support/breakdown services to name a few. Other soft offerings like annual maintenance contracts, extended warranty and cashless insurance are also helping in creating a strong aftermarket differentiator for the Eicher brand. Driver training school is a special initiative taken by VECV to promote road safety and specialized "Fuel efficient Driving" programs are being run to sensitize the drivers on importance of fuel saving and thereby increase profitability of our customers.

About VE Commercial Vehicles Limited (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, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.



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