



New drive Shyam Maller, Senior Vice-President (Sales and Marketing), VE Commercial Vehicles, at the launch of Pro series range of trucks in Chennai on Wednesday. BIJOY GHOSH

VE Commercial Vehicles set to roll out new Pro series

OUR BUREAU

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VE Commercial Vehicles Ltd, a 50:50 joint venture between Volvo Group and Eicher Motors Ltd, plans to roll out more models in the light, medium and heavy-duty segments under the new Pro series.

Announcing the launch of the Pro series range of trucks in Chennai on Wednesday, Shyam Maller, Senior Vice-President (Sales & Marketing), VE Commercial Vehicles, said the company would complete the proposed pan-India roll-out of the full range of Pro 1000 series trucks and a few models of Pro 3000 series by the end of this calendar year.

The company will offer modern trucks in 5-49 tonnes category.

The launch of the first set of trucks under Pro 1000 series, which offers light and medium duty vehicles in the 5-14 tonnes category, began in the first quar-

ter of this calendar year and the company has so far rolled out in key markets in the North, West and South.

“By the end of 2014, we would have covered all markets and our dealerships would offer all models of Pro 1000 series and a few models of Pro 3000 series, which will offer 9-14 tonnes medium duty trucks,” Maller said, adding the new Pro series will push the company’s market share in the commercial vehicles market.

In 2013, the company sold 40,000 units and hopes to close 2014 with the same number. It currently commands 15.5 per cent share in the light and medium-duty buses market, 31.7 per cent in the light and medium-duty truck market and 4 per cent in the heavy-duty truck market.

On the company’s overseas market, Maller said it is looking to export Pro 3000 series trucks to Africa, West and South East Asian markets.