

Eicher launches new range of trucks in UP

LUCKNOW: The full new range of the Eicher Pro series of trucks and buses of VE Commercial Vehicles— a joint venture of Volvo group and Eicher Motors— were launched here in Lucknow on Friday.

Shyam Maller, senior vice president of the group, told media that the new trucks would meet the needs of the emerging mid-premium market segment,

which demand vehicles of high power and durability. He said the new range of trucks will continue to address the mass-market segment, which demands trucks will value features at low cost of ownership.

He explained, “the new range in trucks are aimed to continuously improve transportation efficiency by reducing logistics costs for goods”. **HTC**



■ Company officials posing with the new Eicher Pro series vehicles in Lucknow on Friday