

# VECV gets ready with Pro Series trucks

Special Correspondent

**CHENNAI:** VE Commercial Vehicles Ltd. (VECV), an equal joint venture between Eicher Motors and Volvo, on Wednesday, indicated that it would complete pan-India roll out of full range of Pro 1000 series trucks and a few models of Pro 3000 series by the end of this calendar year.

It has planned phased launches of Pro Series, under which it will be offering modern trucks in 5-49 tonne category.

The commercial launch of first set of trucks under Pro 1000 series, which offers light and medium duty vehicles in 5-14 tonne category, began in the first quarter of this calendar year, and the company has so far covered key truck markets in North, West and Southern regions.

“By this year end, 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 tonne medium duty trucks,” said Shyam Maller, Senior Vice-President (Sales and Marketing), VECV, at the launch of Pro Series trucks.

Pro 1000 series trucks will be priced 3-4 per cent higher than competition. These are powered by the new generation engines adapted from Volvo Group technology.

The products have been designed to meet the needs of key segments such as haulage, distribution, construction, industrial loads, courier and perishables.

With Pro Series, VECV aims greater penetration in heavy segment and seeks to boost market share to double digit from about 4 per cent now.