

# Volvo-Eicher venture looking to revamp portfolio

## Rolls out a new family of trucks

### OUR BUREAU

Hyderabad, May 12

Volvo Eicher Commercial Vehicles on Monday announced the launch of a new family of trucks in the Eicher Pro 1000 and Pro 3000 series in the light and medium category. It expects to roll out a wide range of trucks and buses during the year.

With the new launches, the company, a joint venture between the Volvo Group and Eicher Motors, expects to increase its market share in the commercial vehicles space, said Shyam Maller, Senior Vice-President, Sales and Marketing.

Addressing a press conference here after unveiling two trucks, Maller said: "The venture, formed in 2008, is now looking at revamping its product portfolio spanning light, medium and heavy

trucks and new generation buses. All of them will be part of the company's drive to come out with Eicher Pro 1000, 3000, 6000 and 8000 series spanning 5 to 49 tonnes, the latter for heavy duty applications."

Maller said the venture is in the process of complete product renewal replacing the existing models with the PRO series, right from 5 to 49 tonnes and the bus segment.

### Mining ban

The sales of heavy duty category trucks were impacted by the apex court banning mining activities in Goa and Karnataka in 2012. Last month, the Supreme Court lifted the mining ban in Goa.

"With the recent move to revive mining in Goa and hopefully in other parts of the country, we expect the demand to go up. The industry is looking at the market revival post the formation of the new Government," he added.



**Impressive line-up** Shyam Maller, Senior Vice-President, Sales & Marketing, VE Commercial Vehicles, at the launch of the Eicher Pro1000 and Eicher Pro 3013 series of light and medium duty trucks in Hyderabad on Monday. PV SIVAKUMAR