

Volvo-Eicher JV launches new trucks

BUSINESS BUREAU

Hyderabad: Volvo Eicher Commercial Vehicles, a joint venture between Eicher Motors Limited and Sweden's Volvo Group, on Monday launched new range of light and medium duty trucks in Andhra Pradesh.

The Eicher Pro1000 and Eicher Pro3000 series of new trucks are expected to cater to the needs of the growing mid-premium segment. "The new trucks will meet the needs of the emerging mid-premium market segment, which demands vehicles of higher power and durability, greater comfort and enhanced features at economical cost. In addition it will continue to address the mass-market segment, which demands trucks with value features at low cost of ownership," said Shyam Maller, Senior Vice-



Sanjeev Mahajan, VP(Marketing), Shyam Miller, Sr Vice President (Sales & Marketing), VECV, Sunil Talwar, CMD, Talwar Auto Garages and Vishal Mathur, VP(Sales), VECV, at the launch of new Eicher trucks in Hyderabad on Monday

President (Sales & Marketing), VE Commercial Vehicles.

According to him, the Eicher

Pro1000 Series is an enhanced range of light and medium duty trucks in the 5-14T segment, specially designed for

the value segment with best in class rated payload. "They have a trusted and proven E-483 engine with low maintenance and best in class fuel efficiency. The two-metre wide aerodynamic cabin with new modern styling and value added features, delivers better driving comfort and convenience to its users," he explained.

In the similar way, the Eicher Pro 3000 Series is a completely new generation range of medium duty trucks (9-14T) that offers whole new trucking experience. "The range is specially designed for emerging premium segment that requires high power and torque combination as well as a greater degree of refinement and sophistication. It has a four-cylinder 4-valve E-494 CRS technology engine featuring Volvo group Engine Management system (EMS) 3.0," he added.