

# Volvo-Eicher JV to launch new engines, cabins soon

## Firm to launch high performance 8.0 litre trucks with new standards

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VE commercial vehicles (VECV), manufacturer of modern trucks will come up with new range of engines, cabins and engine management systems in next three years.

This will be to take on global rivals that prepare to unleash their modern trucks in Indian market. The company seeks to boost research and development capabilities in India as it prepares to revamp its trucks and buses range with the help of Swedish Volvo's technologies in one-year from now.

With players such as Daimler and Scania revving up India plans, the country is set to see a new era of modern trucks hitting the roads over the next couple of years. "We want to pull the truck market up to a more premium positioning from the legacy trucks that are already there. We feel the truck



**MAKEOVER:** With players such as Daimler and Scania revving up India plans, the country is set to see a new lineup of modern trucks

market is extremely backward," said Siddhartha Lal, managing director, VECV.

"Over the next five to seven years, we will start moving away from old legacy products that came with wooden cabins and low-powered engines," Lal added. Most of the current sets of trucks sold in the

country come devoid of air-conditioners with shoddy designs, wooden cabins and noisy performance due to overloading. The company plans to roll out high performance 8.0 litre trucks along with new emission and safety standards.

The 50:50 joint venture between Sweden's Volvo and

homegrown Eicher group has been present in India since 2008 and sold 50,000 trucks last financial year. The firm aims to double its sales to 100,000 units by 2015 with the new line of modern trucks. The company plans to invest Rs 1,000 crore by 2015 in new product development and research and development (R&D) capabilities.

Par Ostberg, executive vice-president of the Volvo group truck joint ventures globally, said there was a conscious effort to create synergies between the R&D set up of VECV in Pitampur, Madhya Pradesh and Volvo's independent R&D facility in Bangalore. He identified the Indian JV as the most successful globally.

"We are trying to create a premium mass-market positioning by pricing our trucks at three to five per cent premium to the trucks that are already there in the market," Lal said.

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