

Eicher unveils the future of Indian trucking with the all new Pro series

The Pro series of trucks and buses from 5-49 tonne will set new benchmarks in productivity and efficiency

Pithampur

Eicher unveiled its entire new range of future generation trucks and buses at an impressive product reveal function in Pithampur on December 2, 2013.

On display were 11 new products (both trucks and buses) covering the entire 5 to 49 tonne gross vehicle weight range.

While continuing to address the large sized value segment, the new range also marks the entry of Eicher brand into the emerging premium segment that requires higher power and torque combination as well as a greater degree of re-

finement and sophistication.

The all new product range has been named the "Eicher Pro" series. Adopting the most professional and holistic approach to modernise the Indian trucking industry, the new brand philosophy is to "Go Pro"; that is to give Indian trucking a truly professional offering which will lead to higher productivity, profitability and prosperity for the customer. Eicher's new Proseries trucks and buses promise to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability.

In a special message relayed during the event, Olof Persson, President and Chief Executive Officer, Volvo Group said "The trucks launched today are the embodiment of our joint efforts over the last five years. The vital combination of the Volvo Group's world class technology and the frugal cost expertise and management of Eicher has created a range that will set new standards amongst customers with high demands on profitability, flexibility and driver effectiveness."

Speaking at the occasion, Siddhartha Lal, Managing Director and Chief Execu-

tive Officer, Eicher Motors Ltd. said, "The Volvo Group and Eicher Motors came together five years ago with a vision to modernize the Indian commercial vehicle industry; and we are here today to present the most professional, holistic and progressive approach to Indian trucking. Our philosophy of "Go Pro" implies that our customers can truly work with and rely on a professional partner. Eicher's products, service and attitude are truly professional, and this enables our customers to become more productive, profitable and prosperous in their work and life".