

Volvo-Eicher JV unveils range of next-gen trucks

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VE Commercial Vehicles, an equal joint venture between Swedish Volvo group and Eicher Motors and manufacturer of trucks and buses, on Monday unveiled a new range of future generation trucks and buses to take on rivals such as German Bharat Benz, Swedish Scania, German MAN, domestic AMW and market leaders Tata Motors and Ashok Leyland amid sluggish market conditions due to economic slowdown.

The Gurgaon-based auto major showcased a total of 11 new vehicles (both trucks and bus) covering the entire 5 to 49 tonne gross vehicle weight range. The new range of commercial vehicles would be sold under Eicher brand, which is a fifth brand under Volvo group.

The company is also en-

tering into premium truck segment with the launch of its Pro 8,000 series of 25-49 tonne heavy duty new generation trucks, tipper and tractors.

Tata Motors and Ashok Leyland together dominate the commercial vehicle market in India with 80 per cent market share.

"The new heavy duty range of trucks will be powered by new generation engines adapted from Volvo group technology with power capacity of 180-280 hp with high fuel efficiency, reliability and long life," Siddhartha Lal, managing director at VE Commercial Vehicles said.

He said the company, which has invested a total of Rs 1,800 crore at its Pithampur facility in Madhya Pradesh from its own accruals, planned to revolutionize the future of the trucking industry in the country.

"With our new brand

philosophy of going "Go Pro" which is giving Indian trucking a truly professional touch, we offer higher productivity, profitability and prosperity for the customer," Lal said. "Eicher's new Go Pro series trucks and buses promise to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability," Vinod Aggarwal, chief executive officer at VE Commercial Vehicles, said. He said the new range of commercial vehicles would give 5-10 per cent more fuel efficiency to increase profitability of the its owners.

"By the end of 2014, we will be investing Rs 700 crore out of the total budgeted Rs 1,800 crore to complete our entire production facility and strategy," Aggarwal said.

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