

Eicher-Volvo JV unveils next generation trucks, buses

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Eicher Motors has launched its new Pro series trucks and buses and marked its entry in the premium segment category. In all 11 new products, both trucks and buses, were unveiled which cover the entire 5-49 tonne gross vehicle weight range.

"The products will be introduced in phased manner starting February 2014 and all the vehicles will be on road in the coming 18 months," said Vinod Agrawal, CEO, VE Commercial Vehicles Ltd.

VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors

Limited, which is in operation since July 2008.

The new range will be powered by the next generation engines adapted from Volvo Group technology with power capacity of 180-280 horse power.

The Eicher Pro series includes Pro 1000 light and medium duty trucks, Pro 300 medium duty new generation trucks, Pro 6000 heavy duty new generation trucks and tippers, Pro 8000 heavy duty new generation trucks, tippers and tractors and Skyline Pro buses.

Currently, the company owns around 5 per cent in heavy duty category market in India and around 30 per cent in the medium duty market.

"With some products being

suitable for European markets we are upbeat about good export numbers from these markets," added Agrawal.

Currently, the company exports to Nepal, Bangladesh, Sri Lanka, Africa, Middle East and south East Asian countries.

"We want to be big regional player in the emerging markets with higher penetration in our markets instead of being present everywhere," said Siddhartha Lal, Managing Director and CEO, Eicher Motors Ltd.

"Keeping our medium duty production intact, our focus has shifted on heavy duty and we plan to tap around 15 per cent domestic market in this segment by 2016," added Lal.