



EICHER TRUCKS & BUSES FORAYS INTO THE SUB 5T CATEGORY WITH EICHER PRO 1049

April 25th 2016, Mumbai: [Eicher Trucks & Buses](#), part of [VE Commercial Vehicles](#) announced its foray into the sub 5T category of commercial vehicles; with the launch of [Eicher Pro 1049](#) (Eicher Pro 1000 series). The Eicher Pro 1049 comes with the longest cargo body (10ft) & highest payload (4.9T GVW) in the segment. This compact, powerful, spacious and fuel efficient mini truck has been designed to cater to the last mile distribution in urban, semi-urban and rural areas across the country. The Eicher Pro 1049 offers great value to the customer; bringing the best of both worlds – a pickup vehicle and a truck to provide maximum lifetime profitability. With this launch, Eicher Trucks and Buses plans to strengthen its leadership in the Light and Medium Duty (LMD) segment and is aligned with the company's commitment to usher in the future of Indian trucking with next generation products and technologies.



The Eicher Pro 1049 offers **best in class fuel efficiency** and better turnaround time in Sub 5 Ton GVW category. The highlights of the truck comprises of convenient and effortless loading and unloading, easy maintenance and longer service intervals, thus ensuring the safety of goods and superior uptime. The robust payload capacity and loading area makes the Eicher Pro 1049 the most profitable for multiple segments within intra city distribution such as food & vegetables, milk, egg, poultry, water bottle & LPG cylinder distribution, ecommerce and grocery.

According to **Mr. Shyam Maller, Senior Vice President, Sales and Marketing, VE Commercial Vehicles**, "The Light and Medium Duty Segment in the commercial vehicle industry, especially in the sub 5T category has great potential to grow as it addresses the critical last mile connectivity and distribution network in rural, semi-urban & urban areas. In 2015, market size of 3.5T- 5T LMD segment stands at **8080** units and the growth in this segment looks very promising." He further added, "2016 Q1 has been great for us. In LMD, Eicher Trucks & Buses commanded 33.8% market share and grew by 31.7% outpacing industry growth of 25.5%. The Eicher Pro1049 marks our entry into the critical sub 5T segment and we plan to leverage this opportunity significantly and enhance Eicher's market share in the LMD segment."

MINI TRUCK MEGA SPACE - offers

- **4.9T GVW and 2.7T rated payload among best in the segment**
- **5.6 sqm of best in class loading area designed to carry maximum goods (largest in the segment)**
- **Longest Cargo body of 10 Ft & 1290 mm deck height for easy of loading and unloading**
- **Best in class service intervals with 3 years unlimited km run warranty**
- **Proven, high performance E-483 engine available in BSIII & BSIV variants for best-in-class fuel mileage, high pickup & acceleration and turnaround time**
- **Spacious and comfortable cabin area (0.5 x2 m) for best in class visibility and equipped with all host of features of Pro 1000 series for superior driving comfort**
- **Hybrid gearshift and tilt and telescopic mechanism steering to offers less gear shifting effort in tough city conditions and reduces driver fatigue**



Commenting on the value the Eicher Pro 1049 he said, “The Eicher Pro 1000 series is an indigenously designed vehicle at our Pithampur plant that targets the value segment with best in class rated payload, high fuel efficiency, superior uptime and lower maintenance cost for transport operator, enabling faster trips and maneuverability and therefore meeting timely delivery and pick up requirements.”

Eicher Pro 1049 is readily available for sales at company’s authorized dealerships at all key locations pan India.

Aligning with the business ambitions of the customers and providing lifetime profitability in the segment, Eicher also



launched a multi-level marketing campaign- **Mini Truck Mega Space**. The campaign tagline ‘*Bada Karo. Bada Bano*’ highlights the key USP’s of the Eicher Pro 1049- extra loading space advantage and profitable growth and progress providing freedom to go beyond current boundaries and do something bigger.

In line with this marketing campaign, Eicher plans to engage with customers nationwide starting with Mumbai, Pune, Ahmedabad, Delhi NCR, Chennai and Bangalore from April 2016 onwards. In phase II, the company plans to expand its promotions in other critical markets like Madhya Pradesh, Uttar Pradesh, Andhra Pradesh, Assam and West Bengal.

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Eicher Trucks and Buses (ETB) is present in the L/MD segment with a strong presence in the 5T-12T truck segment and an ever increasing market share in 15T-49T heavy duty trucks segment. Eicher has unveiled its entire new range of future generation trucks and buses, named the “Eicher Pro” series. Adopting the most professional and holistic approach to modernize the Indian trucking industry, the new brand philosophy is to “Go Pro”. Eicher’s new Pro series trucks and buses promise to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability.

About VE Commercial Vehicles Limited (VECV):

VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher’s components and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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