



EICHER TRUCKS & BUSES LAUNCHES PRO 1110 & 1110XP WITH ADVANCED FUEL COMBUSTION (AFC) and HEXADRIVE

Chennai, 08 June 2016: [Eicher Trucks & Buses](#); the leading brand from [VE Commercial Vehicles](#) introduced **Advanced Fuel Combustion (AFC) engine technology and HexaDrive enabled Eicher Pro 1000 series range** today.

Designed with a philosophy of delivering “Higher Vehicle Lifetime Profitability” to end customer, these new age technologies introduced to the existing Pro series products will offer not just best in class fuel economy but also faster turnaround time to the fleet owners. Eicher unveiled the technology in Pro 1110 (12T GVW) & Pro 1110XP (13T GVW) vehicles which also provides best in class payload in the segment.

Commenting on the launch, Mr. P Ravishankar, EVP, Sales, Marketing and Aftermarket at VE Commercial Vehicles said, “The series offers the most profitable products of Eicher Pro series, categorically designed and engineered to meet specific customer requirements. Our endeavor is to ensure maximum lifetime profitability to our customer by enhancing fuel efficiency through advanced fuel combustion engine technology (AFC) and HexaDrive technology along with the best in class payload capacity. Our improved vehicles will enable customers to go miles ahead in their business.”

AFC technology takes combustion efficiency to its peak by better air fuel mixing through advanced combustion chamber design, along with optimized fuel injection providing higher fuel economy, higher pick up and gradeability. Further, reduction in parasitic losses has been done through electronically controlled engine cooling fan.

HexaDrive technology is designed to improve productivity of the end users by ensuring faster turnaround time. The technology features the next generation 6 speed overdrive gear box transmission that provides higher torque at wheel and optimized gear ratios that delivers higher fuel efficiency at higher speeds.

Eicher Pro 1110 & Pro 1110XP equipped with AFC Technology and Hexadrive offer a higher engine power of 115HP with 400Nm torque in BS3 series and 120HP engine power with 400Nm torque in BSIV series.

This range offers higher uptime by longer maintainability intervals of 40,000 km for BS III and 50,000 km in BS IV series. At the event, Eicher displayed its BSIV ready range offerings Eicher Pro1049 (4.9T GVW), Eicher Pro 1059XP (7.2T GVW) and Eicher Pro 1090 (8.7T GVW) along with Eicher Pro 1110 range (12T GVW) as well.

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.



<http://www.eicher.in/etb/>

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.

www.vecv.in