



EICHER TRUCKS AND BUSES LAUNCHES EICHER PRO 6037 WITH INNOVATIVE M-BOOSTER (MILEAGE BOOSTER SYSTEM) & ADVANCED TELEMATICS (EICHER LIVE)

September 14, Salem: [Eicher Trucks & Buses](#), part of [VE Commercial Vehicles Limited](#), consolidated its presence in multi-axle range with Eicher Pro 6037; a higher payload 37 ton GVW truck. The Eicher Pro 6037, earlier unveiled at the Auto Expo is a “Born Intelligent” truck from Eicher Trucks & Buses with advanced telematics, innovative M Booster, EMS 3.0 (Engine Management System), EPS (Engine Protection System), real time fuel coaching and cruise control making this truck the most feature rich in this segment.

Taking a step ahead in the modernization of the commercial vehicle industry; the Eicher Pro 6037 comes with the innovative M Booster (Mileage Booster) system for high fuel efficiency through a combination of energy conservation processes. Eicher Pro 6037 is embedded with Eicher Live Advanced Telematics; offering uptime management, fuel management and trip management services.

To ensure maximum driver comfort and lifetime profitability, the Eicher Pro 6037 is equipped with fuel efficient driveline with VEDX5 – 4 Cylinder Engine and 9 Speed Transmission, robust DOMEX chassis and fully suspended world class sleeper cabin. The vehicle suits to the long haul applications such as Market Loads, Tankers, Cement, and frozen goods transportation while Cruise control ensures a fatigue free driving experience.

Commenting on the growth of heavy duty segment in India, Mr P Ravishankar, Executive Vice President- Sales, Marketing & Aftermarket, VE Commercial Vehicles said, “The Heavy Duty sector is expected to touch a new peak in the current year with huge growth in the segment based on both replacements as well as additional truck requirements with a massive focus on infrastructure and core sectors in the economy. With our entry into the fastest growing 37 ton segment, our position in HD segment will strengthen and we will consistently grow our market share in HD segment from a current market share of around 6% YTD FY 2016-17.

Further commenting on the aftermarket support solutions to the customers, Mr. Ravishankar added, “Eicher also offers innovative and customized service solutions to meet individual customer needs. Our warranty offerings are among the best in the industry; customers can opt for extended warranty program as well. Apart from these on-site services, there are a lot of innovative after sales schemes like “Eicher Freedom” and “Eicher Promise” which ensure maximum uptime and higher level of productivity to our customers. This is also in line with our “Pro Customer” philosophy where we strive to do everything to ensure highest level of productivity for our customers, leading to better profitability and

“PRO 6037-BORN INTELLIGENT”

- *M Booster System is a combination of Dual Torque/V-Tronic Fan/eAPU for best-in-class fuel mileage*
- *Intelligent features Eicher Live, IDIS, EPS for Vehicle uptime*
- *Wider range of rpm (1200-1600) for better operation in all terrains.*
- *Pusher Lift Axle for better manoeuvrability*
- *Proven, **high performance** VEDX 5 litre 4 cylinder Engine (Generates 825 Nm torque @ 210 HP in Power mode and 560 Nm torque @ 160 HP in ECO mode)*
- *Modular DOMEX high tensile strength chassis for higher rigidity and stiffness*
- *Cargo body length -28 ft & 30 ft, single sleeper cabin and cruise control for efficient driving*



prosperity for them. Together we are taking our customers, partners and the Indian trucking industry into a whole new level and that's our mantra leading to the future of Indian trucking."

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 4T-15T truck segment and an ever increasing market share in 16T-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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