

# Eicher Launches 3 New Heavy Vehicles

## Express News Service

**Vijayawada:** With the blueprint for the new capital city Amaravati ready and the works expected to commence any time after the foundation-stone-laying in October, transport companies will be having their hands full and require more vehicles.

Eyeing a significant market share, automobile major Eicher on Tuesday launched its three new variants in the Pro 600 series in Vijayawada, that are basically meant for use in civil construction works. The new vehicles also mark the entry of Eicher into the high-end heavy duty trucks segment in Andhra Pradesh.

Speaking on the occasion, executive vice-president of Eicher's VE Commercial Vehicles (VECV) PV Ravishankar said that the three next generation heavy duty trucks had been developed in collaboration with the Volvo Group. "It is a joint venture between the two automobile giants that bring the best on board. The new vehicles have sophisticated engines such as those used in Volvo vehicles in Europe and North America. We have launched the three variants in Delhi, Mumbai, Bangalore, Salem and now in Vijayawada", he said.

The VECV, which was successful in netting a sizable share in the Delhi heavy vehicle market in six

months since the launch of its new range of Eicher PRO 6031 (31 tonnes) and Eicher Pro 6024 (25 tonnes) both haulage trucks and Eicher Pro 6025T (25 tonnes) tipper, repeated the success in Mumbai also.

"We are confident of succeeding in Andhra Pradesh where the growth potential is high and with a new capital being constructed in the state, it provides a good opportunity for us to contribute and grow along the way," he said. The company planned to capture 10 to 15 per cent of the market in AP in the heavy vehicle segment in the next couple of years, he added.

The new range of vehicles comes with a whole lot

of advanced features like next generation engine management system, telematics (Eicher live), fuel coaching and cruise control.

The cabin, which is built on the lines of a luxury car has onboard diagnostics system, which shows fault indicators in the form of visual signals, messages and alarms, that are easily understandable by the driver. The company has strengthened its service network and has also introduced Dial-a-Part, that will enable the driver to call for the spares from anywhere in case of breakdowns requiring replacements.

Most importantly, it provides training to the drivers over different aspects of fuel conservation.