



Eicher is aggressively targeting the schoolbus sector in India.

the Eicher Pro 6037 (the 37T haulage truck) which comes with an in-built intelligent technology, will be there.

In buses, VECV is displaying its Skyline Pro school bus range, with a hybrid engine and electronic safety features. This air-conditioned school bus also comes with advanced telematics. "We are also displaying our AC sleeper coach with 28 passenger berths. All the berths have individual 11-inch foldable LED screens, laptop and mobile chargers. This coach has 9 cubic metre space and is fitted with a WC," says Vinod Aggarwal, CEO of VECV.

In addition, the other vehicles in the Eicher Pro Series will be the Pro 8049 HD haulage truck, Pro 6025T HD tipper along with the Pro 3016 and Pro 1049 in the light and medium duty segment.

The Eicher Pro Series is the manufacturer's latest range of commercial vehicles for delivering higher productivity and turnaround time for the customer, making it a profitable proposition.

Meanwhile, with the Auto Expo shifting to the India Expo Mart at Noida, VECV is optimistic

of drawing more serious visitors to its stall to experience its technology display as other picnic visitors will be eliminated due to the distance of the venue.

Therefore, the company is going full hog to make the event a more immersive experience beyond just vehicle display for the viewer. "We are expecting that the Auto Expo will not only help create the right awareness and imagery for the Eicher Pro Series of trucks and buses but also get a larger relevant audience to interact with its intelligent trucking technology and lifetime support solutions," adds Aggarwal.

GROWING PRESENCE

Eicher's presence at the Auto Expo has grown over the years in terms of the space, models displayed and the level of engagement. The event has been a great platform to exhibit its new vehicles and build the right brand image with a larger audience. The company launched the entire Pro Series of next-generation trucks and buses with the theme 'The Future of Indian Trucking' at Auto Expo 2014 and also won the award for the best CV stall.

TATA MOTORS

Hall 14

Faced with competition from rivals across CV categories, Tata Motors is putting into place growth plans by introducing new products, features, technologies and offering value-for-money products. The company is still holding onto its 50 per cent market share in the M&HCV segment, but is facing increasing competition. In an attempt to give a fillip to its M&HCV sales, the manufacturer is set to introduce a new brand of trucks in the segment and is likely to unveil its new Signa range of M&HCV range of trucks at the 2016 Auto Expo.

The new range of M&HCVs will take over the current generation of mainstream products and replace the entire M&HCV segment in the next two years. The new range will come up with new modern and contemporary cab, e-connectivity and better ergonomics.

Speaking to *Autocar Professional* on the new M&HCV range in a recent interview, Ravi Pisharody, executive director, Commercial Vehicle Business Unit, Tata Motors, said, "We will start rolling

The M&HCV range is to get new Signa branding.



out the new brand with tractor trailers first and over the next 12-24 months it will cover our tipper and multi-axle trucks. The new range will take over the mainstream product and first product to be introduced in the new range will be 4018 and 3518 tractors."

According to Tata Motors' pre-Auto Expo release, its commercial vehicle hub will witness the launch of a new range of advanced trucks and buses (called Signa). Besides this, other highlights will include new products from the Ultra range of CVs and a

technology display of the Tata Prima. Also on show will be SCVs like the Ace Mega XL and Magic Iris Ziva. Tata Motors will also have a dedicated section for the extremely popular T1 Prima Truck Racing.

The manufacturer has also announced the third season of the T1 Prima Truck Racing Championship for 2016, scheduled to be held on March 20, at the Buddh International Circuit, Greater Noida. In keeping with its commitment of making trucking aspirational for Indian drivers and bringing them to truck racing, the third T1 Prima Truck Racing Championship will also feature an Indian truck driver's race for the first time. As in the earlier seasons, the championship will continue to host experienced international drivers representing six teams, featuring 12 Tata Prima race trucks built for the purpose.

KIRAN BAJAD

Tata Motors will exhibit a new variant of the recently launched Ace Mega.

