



EICHER LAUNCHES 7 SPEED TRUCKING FOR SURAT

A combination of 7+ 1 reverse gear in medium duty trucks for best-in-class fuel efficiency

August 22 2018, Surat: In line with the vision to drive modernization in the commercial vehicle industry, Eicher takes another pioneering step with the introduction of 7-speed transmission technology in the entire range of medium duty trucks, this time for Surat. In the first phase, 7-speed transmission will be launched in Eicher Pro 3015 and Eicher Pro 1114XP with an aim to optimize drivability, infuse fuel efficiency and productivity while reducing fatigue for the driver.

The new four cylinder E494 engine with 7 speed ET50S7 gearbox comprises of 7 forward and 1 reverse gear, designed for smooth gearshifts and less torque interruption. Eicher has been known as "Mileage KaBadshah" for delivering best in class fuel efficiency in LMD segment and with innovations like 7-speed, Eicher reinforces its commitment towards superior uptime for the vehicles and business profitability for customers. The superiority is further enhanced by virtue of the fact that Eicher has the highest payload in the 14-15T GVW segment which drives significantly higher revenues.

Commercial vehicle engines are designed to operate under various tough conditions and 7 speed transmission is a superior innovation, enabling the vehicle to operate at a higher torque range (due to flat torque curve) and eliminating the need to repeatedly shift gears. The technology will help driver to reach the top gear as early as possible by optimizing the drivability in lower gear and incentivizing performance in higher gear. This, in turn, ensures a superior turnaround time, optimize engine performance and avoid unnecessary acceleration.

According to **Mr. Vinod Aggarwal, MD & CEO, VE Commercial Vehicles**, *"Eicher has always pioneered the use of intelligent technologies in their products in-order to provide best-in-class services to its customer. 7 speed is a revolutionary and advanced feature, especially for this region that will enhance fuel economy, increase pick-up and improve driving experience. Coupled with Volvo Group's Engine Management system, Mileage Booster+, Fuel coaching and onboard diagnostics. With this, it further strengthens our medium duty range, giving it a competitive edge."*

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Adopting the most professional and holistic approach to modernize the Indian trucking industry, their brand philosophy, "Go Pro", promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability. Eicher Trucks and Buses (ETB) is present in the LMD range with a strong presence in the 4.9T-16T truck segment and an ever increasing market share in 16T-49T heavy duty trucks segment. Eicher Pro Series buses also have a strong presence in the Light and Medium segment along with a leadership in the school bus segment.

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 businesses as well as the sales and distribution business of Volvo trucks within India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.



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