

EICHER TRUCKS AND BUSES INTRODUCES PRO 2000 AND 6000 SERIES IN BANGLADESH

- *Introduces Pro 2000 and 6000 series in Bangladesh*
- *Strengthens its position in LMD and HD segments in the country*
- *Industry-leading products with best-in-class fuel efficiency and superior uptime*

Bangladesh, 19th October 2023: Eicher Trucks & Buses, a business unit of VE Commercial Vehicles Ltd. (VECV) announced the launch of the Eicher Pro 2000 and Pro 6000 series in Bangladesh. For over two decades, Eicher Trucks and Buses has played a pivotal role for the modernisation of the commercial vehicle segment in Bangladesh. As a leading player in the country, Eicher was the first player to introduce BS III vehicles, setting a precedent for excellence and innovation.

With its cutting-edge product range and up-to-date features, Eicher Pro 2000 and Pro 6000 series has been developed in line with the upcoming development projects in Bangladesh such as metro rail projects, airport expansion plans, construction of seaports, elevated expressways, and other mega projects of the government of Bangladesh that will require significant contribution by the commercial vehicle industry.

As one of the largest growing economies in South Asia, Bangladesh has a large total industry volume of commercial vehicles. The heavy-duty bus market has almost doubled in FY23 in Bangladesh, and this growth is expected to continue further.

Eicher's next-generation trucks come with ultra-modern features specially engineered for a new Bangladesh. Eicher Trucks and Buses offer a complete range from 4.9 to 49 ton that will cater to the diverse needs of customers in Bangladesh. The vehicles come loaded with features like tiltable cabin, infotainment system, cruise control, fuel coaching and steering-mounted controls. Powered by Volvo engines and processors, the new league of trucks—the Eicher Pro 2000 and Pro 6000 series are poised to redefine industry standards.

Commenting on the launch, SS Gill, Executive Vice President, International Business, VECV said, "Eicher Trucks and Buses considers Bangladesh a crucial market. Our commitment to state-of-the-art technology, innovative design, and fuel-efficient vehicles underscores our dedication to meeting the rising demand in the country. We remain steadfast in our pursuit of contributing to the prosperity of our esteemed customers of Bangladesh."

Loaded with industry-leading features, Eicher Pro 2000 series includes models like Eicher Pro 2049CT, 2055CT, and 2055T which come with tiltable cabin, 1.8m narrow walkthrough cabin, infotainment system and steering mounted controls. The Eicher Pro 6000 series comes with features such as cruise control, fuel coaching, on-board diagnostic and a modern cabin for its driver's enhanced safety and comfort.



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.