



EICHER BUSES in the City of Ujjain

April 25, 2013: VE Commercial Vehicles Limited has supplied 50 “Eicher 10.90 Star line 37+1 Seater buses” for Public Transport deployment to Ujjain Municipal Corporation. The service was inaugurated by the Municipal Authority of Ujjain and the first batch of 30 Buses was flagged for public service recently. The second batch of 20 buses will be flagged off in the next few days.

The salient features of Eicher 10.90 Buses are:

- Double Door Bus – Ideal for city application.
- Best in class fuel efficiency-leading to higher savings and profits with low operating cost.
- Long wheelbase for best in class seat pitch.
- More standee space.
- High pulling power.
- Power steering and Air brakes as standard features.

As a step to provide better transport facilities, the city corporation will ply these buses in and around the Ujjain city. Eicher has been a pioneer in driving innovation in the Indian bus segment and was instrumental in designing the The first safe school bus in India. The bus was developed in association with IRTE (Institute of Road Traffic Education) in the year 1996, thereby pioneering the concept of School Bus in the country. Eicher buses provide superior fuel efficiency, low cost of ownership and have superior aesthetics and ergonomics as compared to the competition. Eicher buses have improved its market share from 5.7 percent in 2009 to around 11.9 percent in 2012 and have achieved significant breakthroughs in State Transport Undertakings with orders of 1100 and 600 bus Chassis from the Gujarat state road transport corporation (GSRTC) and Andhra Pradesh state road transport corporation (APSRTC) respectively.

Eicher has a comprehensive range of buses and bus chassis with a seating capacity that ranges from 16 to 65 passengers. Eicher was amongst the first manufacturers to popularize the concept of fully built up buses in the country.

Eicher’s built up range comprises the very popular and contemporary Skyline Buses which are known for their superior aesthetics, comfort and overall cost of ownership. Also available from the Eicher stable are the Starline range which is very popular for the ‘Value for Money’ proposition it offers to its buyers.

About VE Commercial Vehicles Limited (VECV): VE Commercial Vehicles Limited (VECV) is a 50-50 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 aims to become a full-range commercial vehicle company whose products will drive modernization in commercial transportation in India and other emerging world markets.

Disclaimer: All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although VE Commercial Vehicles believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and VE Commercial Vehicles undertakes no obligation to Update or revise any forward- looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.