



## EICHER INAUGURATES A NEW STATE OF THE ART COMPANY-OWNED (COCO) DEALERSHIP IN VARANASI, UTTAR PRADESH

### Serving Eicher Truck and Bus Customers in Varanasi and eastern UP

**Varanasi, 17 June 2022:** [Eicher Trucks & Buses](#), a business unit of [VE Commercial Vehicles](#), inaugurated a new Company-Owned Company-Operated (COCO) 3S dealership in Varanasi, Uttar Pradesh. The facility spanning over 86,500 sq ft, has an impressive display of Eicher's wide range of connected trucks and buses, fully-equipped multi-bay workshop with express service, an exclusive washing bay and fully stocked spare parts centre. The dealership is strategically located on NH-2 - a major corridor connecting the National Capital Delhi in the North and Kolkata in the East running through Mathura, Kanpur, Varanasi and Durgapur. Being positioned on the busiest highway in the country, this facility offers to serve the huge in transit vehicle population. The 3S dealership will also address the needs of customers operating in the industries of aggregate transportation, mining, agro-produce, textile and cement in Varanasi and Eastern UP. With the inauguration of this state-of-the-art dealership equipped with latest infrastructure, Eicher will offer enhanced support as well as ensure best-in-class service experience to customers in the region.

**Speaking on the occasion, Vinod Aggarwal, MD, and CEO, VECV, said,** *"We are proud to open a Company Owned Company Operated store in the historic city of Varanasi. As the Gateway to Eastern India, Varanasi is a market of significant importance for us. Our new facility will serve the needs of Eicher customers who are at the forefront of delivering efficient commercial transportation needs that support the rapid development in Eastern UP. This state-of-the-art sales and service workshop, situated at one of the busiest highways in India, stands as a testament of our aim to strengthen service experience and enhance uptime and profitability for Eicher Truck and Bus customers."*

Eicher Trucks and Buses, a business unit of VECV, offers one of the widest product ranges, from 4.9-55 Ton GVW trucks and 12-72-seater buses. All these products are produced on Eicher's most innovative BSVI solution - EUTECH6 which offers the most reliable engine technology and best in class fuel efficiency. Eicher takes pride in being the first player to introduce a 100% connected range of vehicles with advanced telematics solution- Eicher Live. The products are enabled by the industry-first Eicher Uptime Centre, and segment-specific benefits such as enhanced logistical efficiency in e-commerce, superior uptime in construction and mining as well as passenger safety in buses. The company has the widest range of Heavy-Duty trucks in the industry.

#### **About VE Commercial Vehicles Limited (VECV):**

About VE Commercial Vehicles Ltd (VECV): VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since August 2008, the company includes the complete range of Eicher branded trucks and buses, Volvo Buses, exclusive distribution of Volvo Trucks in India, engine manufacturing and exports for Volvo Group, non-automotive engines and Eicher component business. A multi-brand, multi-division company, backed by innovative products & services, VECV today, is recognized as an industry leader for modernizing commercial transportation in India and the developing world.

#### **For further information, please contact:**

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