



Eicher Trucks and Buses has 240 touch points Nationally

Inaugurates a new authorized set up at Kapashera, Delhi

Jan 14, 2012, New Delhi: Eicher Trucks and Buses - inaugurated the new authorized setup of their existing Dealer R.S.Ajit Singh & Co (Automotives) PVT. Limited at Kapashera today. Nationally Eicher Trucks and Buses has 240 touch points now with 66 located in North India.

The new setup is a 3S facility (Sales, Service & Spares) comprising of 12 bays & spanning over 24 ,000 sq. feet. It has state of the art fully equipped set up, with contemporary tools and equipment. It is located at 14/21 Samlkha , Opposite Heera public School Kapashera Delhi -110037. The professionally trained team at the facility has also undergone training at the Eicher Training School in Pithampur, Indore.

While addressing the gathering during the Inauguration, **Mr. Vinod Aggarwal, CEO, VE Commercial Vehicles Limited** said "We are happy to partner with R.S.Ajit Singh & Co (Automotives) PVT. LTD. in this initiative. Opening of the new set up will further strengthen Eicher's resolve and commitment to provide sales and after sales support to the rapidly growing customer base in Delhi.

The dealership inauguration was attended by large no. of customers, financiers and other invitees. R.S.Ajit Singh & Co (Automotives) PVT. LTD. is one of the highest selling dealer for Eicher Trucks and buses in Delhi. The dealership has been receiving the Best overall performance award for the last many years and is setting benchmarks in customer service. Large no. of customers were handed over the Eicher Trucks and Buses keys during the inauguration by Mr. Agarwal.

Eicher is making steady progress into Heavy Duty trucks segment of 16T-40T with "VE" series of Fuel Efficient heavy duty trucks and has more than 12,000 VE series trucks on the roads today. The VE series Eicher HD trucks have received very good response from the market with its promise of delivering enhanced Value to the customers. Market share of Eicher's heavy duty trucks' in Delhi is increasing and with this new state of the art facility, it will further keep the momentum going.

The Eicher range of commercial vehicles are known in the market for their low overall cost of ownership and the reason for this can be found in the 'Eicher advantage'. At the core of the 'Eicher advantage' is the vehicle's highly rated fuel-efficiency. In addition to that, all Eicher CV's are also known for their right cargo body sizes, good ability to take the gradients as well as for low maintenance and longer life.

These are well supported by an ever increasing network of dealers. Service coverage is being enhanced by the following measures:

1. **Wide network of over 200 dealerships across the country**
2. **Higher availability of Parts**
3. **Mobile service vans available at all dealerships**
4. **24x7 helpline with an all-India helpline number**

Also speaking on the occasion Mr. Bhavinder Singh Khurana, MD of R.S.Ajit Singh & Co (Automotives) PVT. LTD said "We feel honored to partner EICHER TRUCKS AND BUSES and with our experience and deep understanding of Delhi market, we would do our best to provide our customers best in class service. The set-up of a new facility is a step in that direction"

About Eicher Trucks and Buses:

Eicher Trucks and Buses is a business area of VE Commercial Vehicles Limited. Its product line-up includes trucks in the range of 5-40 T GVW and 21-69 seater buses, apart from 85 special application vehicles like troop carriers, ambulances and garbage disposal trucks. On the export front, Eicher Trucks and Buses is present in as many as 26 countries.

www.eicher.in

About VE Commercial Vehicles Ltd (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 trucks and buses, 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.

www.vecv.in

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.