



EICHER INAUGURATES VSA3B STATE-OF-THE-ART DEALERSHIP IN BIJAPUR **Focus on serving Eicher Truck and Bus Customers in Bijapur and North Karnataka**

Bijapur, April 7, 2022: [Eicher Trucks & Buses](#), a business unit of [VE Commercial Vehicles](#) inaugurated VSA3B, a brand new Eicher 3S (Sales, Service, and Spares) Dealership facility in Bijapur, Karnataka. The dealership is strategically located on NH50 Hubli to Solapur Road to allow easy access and is equipped with an impressive showroom to display Eicher's wide range of next-gen CV vehicles, Spare Parts Centre and a multi-bay Workshop. This modern facility will provide state-of-the-art service to Eicher customers and cater to the fast growing application segments in Karnataka, including cement, road construction, mining, FMCG, POL and e-commerce.

Speaking on the occasion, Ramesh Rajagopalan, SVP – Aftermarket and Network Development, VECV said, *"At VECV, we have been continuously expanding our footprint across the country especially in states like Karnataka. This move is in line with our customer first policy which sets us apart from others. We are completely dedicated in enhancing the productivity and profitability for our customers, leading to a superior service experience. We are happy to onboard VSA3B in Eicher's growing dealer's family."*

The increased network presence will enhance the brand and service experience of Eicher's truck and bus customers across Karnataka and more specifically in the North Karnataka region. A 'Customer First' philosophy has always been a driving force at Eicher and these state-of-the-art dealerships are connected to a central system to manage all dealership operations proactively, ensuring the highest service standards, with special tools, digitised processes, comprehensive spare parts inventory and a team of Eicher-trained technicians, to provide 24x7 breakdown & service support.

Additionally, 100% of Eicher trucks & buses are fitted with advanced telematics and connected to the Uptime Centre, providing a host of innovative services, from GPS enabled On-Road Service Vans, Remote diagnosis, Predictive maintenance & Dial-A-Part service. As most of these dealerships are Uptime Certified, they will assure that customers experience high satisfaction and maximum uptime.

Eicher offers one of the widest product ranges, from **4.9-55 Ton GVW** trucks and **12- 72-seater buses**. 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 is the first player to introduce 100% connected range of vehicles with advanced telematics, which provides enhanced fuel efficiency, superior uptime, enabled by the industry-first Eicher Uptime Centre, and segment-specific benefits such as enhanced logistical efficiency in e-commerce & 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 developing world.

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